



HAMILTONS

FINE FOODS

C Street at Seventh
San Diego, California

Franklin 6161

CATALOG

AND FOOD ENCYCLOPEDIA



HAMILTONS

CATALOG AND FOOD ENCYCLOPEDIA

1934

23rd EDITION

SUMMER

HAMILTONS

C Street at Seventh - - San Diego

Franklin Six - One - Six - One

Index on last pages of book



The Main
 Sales Floor
 of
 Hamilton's,
 Showing the
 Modernity
 of the
 Fixtures
 and
 Furnish-
 ings.

HAMILTONS

HERE is one store deliberately planned to afford the patron the utmost in service—and yet with it all a plane of prices suitable to every purse. Over half a century's experience in knowing what the public wants plus an organization pre-eminent in its field puts Hamiltons in a position where it should merit your patronage. Let us serve you.



Good Food
 Well Served
 Makes Hamiltons
 Fountain One of
 the Most Popular
 Dining Spots in
 Downtown
 San Diego.
 There is No
 Better Place
 Where You Can
 Enjoy Your
 Breakfast, Lunch
 or In-between
 Meal Snack.

The Compact
 Arrangement
 of
 Merchandise
 on Hamiltons
 Shelves Affords
 the Purchaser
 Utmost Ease
 In Selecting
 What He
 Wants



YOUR STORE

YOU will find diversity of merchandise, the extra-ordinary quality characteristic of each item, the courteousness of the personnel, the service features such as charge accounts, telephont order and free delivery service and the fact that this institution embraces so many departments reason enough why you should make Hamiltons your store.

Sunlight is One
 of the Principal
 Items Used in
 Hamiltons
 Baked Goods,
 As this Picture
 Shows.

Hamiltons
 Bakery Goods
 Are Produced
 Under Superlative
 Sanitary and
 Hygienic
 Conditions.



Hamiltons Free Delivery Service

Please Note New Schedule for Loma Portal Listed Below

ROUTE	Orders received up to	Will reach you between
North of B Street to University Avenue and West of 6th Avenue to the Bay Four Deliveries Daily	Night before 9:00 A. M. 12:30 P. M. 2:00 P. M.	8:00 & 9:00 A. M. 10 & 11:45 A. M. 2:30 & 4:00 P. M. 3:00 & 5:30 P. M.
Mission Hills and all territory North of University Avenue and West of 9th Avenue. Three Deliveries Daily.	Night before 9:00 A. M. 1:00 P. M.	9:00 & 11:00 A. M. 10 & 11:45 A. M. 3:30 & 5:30 P. M.
Burlingame, University Heights, Normal Heights, East San Diego, Kensington Park and Talmadge Park and all territory East of 8th Avenue and North of Balboa Park and East of 25th Street and and North of Imperial Avenue. <i>All territory East of Euclid, \$2.50 minimum orders.</i> Two Deliveries Daily	9:00 A. M. 2:00 P. M.	10 A. M. & 12 M. 3:00 & 6:00 P. M.
Logan Heights. One Delivery Daily.	2:00 P. M.	3:00 & 5:00 P. M.
South of Balboa Park to Imperial Avenue and East to 25th Street Three Deliveries Daily	Night before 9:00 A. M. 2:00 P. M.	9:00 & 10:00 A. M. 10 & 11:30 A. M. 4:30 & 6:00 P. M.
Point Loma, Ocean Beach, Mission Beach, La Playa, Pacific Beach, Old Town and Fort Rosecrans. One Delivery Daily. La Jolla, every Day.	9:00 A. M.	10:30 A. M. & 12:30 P. M. 12:30 & 2:00 P. M.
Coronado, Tent City and North Island. One telephone call per order credited to your account. One Delivery Daily. <i>North Island, \$1.00 minimum order.</i>	1:00 P. M.	3:00 & 5:30 P. M.
Loma Portal, as far out as Zolo Street.	2:00 P. M.	3:30 & 5:00 P. M.

SPECIAL DELIVERIES

Up to and including the twenty hundred block.....	\$.25
Up to and including the forty hundred block.....	.50
Beyond forty hundred block.....	.75
Coronado, Tent City, North Island, Pt. Loma, Ocean Beach, etc.....	1.00

NOTE

On Saturdays and on days before holidays, all deliveries are approximately one hour later than this schedule.

PHONE for FOOD

the Modern Way of Shopping

- - for Convenience

- - for Economy



Dial Franklin 6161 for Quick Service

Telephone Order Dept.

Open from 7:30 A. M. 'til 6 P. M.

When you call Franklin 6161 you are instantly connected with one of Hamiltons trained sales persons. You do not have to wait for your call to be transferred—the first person that answers takes your order.

Advantages of a Charge Account

A charge account eliminates the annoyance of making change every time an order is delivered to your home.

A charge account provides you with an accurate record of your household expenses. We render statements.

A charge account enables you to take full advantage of our telephone order service and free, efficient delivery service.

MAIL ORDER



Hamiltons *Mail Order Department* has been perfected so that it gives the purchaser by mail all the advantages of a personal visit.

Thus a variety and quality of goods, not often obtainable in smaller cities, is placed at the disposal of those living outside of San Diego.

Prices, too, are often lower, and this saving is apt to pay the cost of transportation. We make no charge for packing and carting.

Points to Remember When Ordering by Mail

Write plainly.

Be sure to write your full name and address, indicating whether Mrs., Miss or Mr.

State how you wish your goods shipped, whether by freight, express or parcel post.

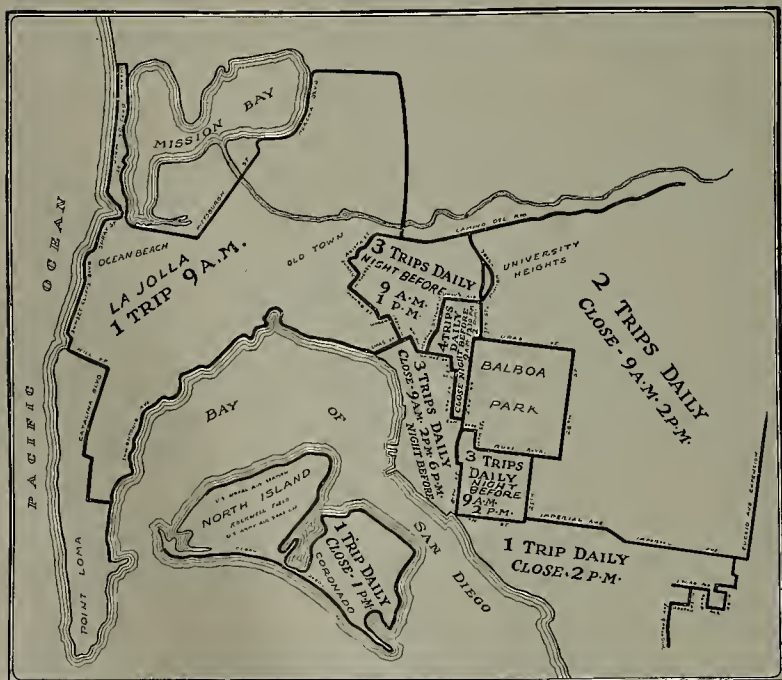
Unless you have a regular Charge Account, please enclose remittance with orders.

Money can be sent Express Money Order, Postal Money Order, Bank Draft or similar method.

Imperial Valley Service is Quick and Inexpensive

Uncle Sam delivers a ten pound package from San Diego to points in the Imperial Valley for only 19c.

The 8:40 P. M. train of the San Diego and Arizona Railway arrives in Dixieland at 4:31 A. M.; Seeley, 4:55 A. M.; El Centro, 5:35 A. M.; Heber, 6:20 A. M.; and Calexico at 6:35 A. M.



This map at a glance, tells the story of Hamiltons frequent free deliveries



FROZEN DAINTIES

will help you make your party an **EVENT!**

ICE CREAM, after all, is the one accepted and satisfying dessert . . . the one refreshment in all the world that almost everyone likes—every season of the year. And how it does add that colorful variety—that **SOMETHING**—that makes your guests remember and talk about your party for months!

ICE CREAM CAKES:

(round, square or heart-shaped)

Layers of El Rey ice cream of any flavor, decorated with whipped cream. Also in unique checkerboard design, decorated for special occasions with or without sponge cake.

Small size, serves 8 to 10.....	\$2.50
Medium size, serves 12 to 16.....	3.30
Large size, serves 16 to 20.....	4.10

SULTANA ROLLS:

The sprightly zest of pineapple sherbet with strawberry mousse inlaid with glace fruits and nuts—decorated with whipped cream flowers.

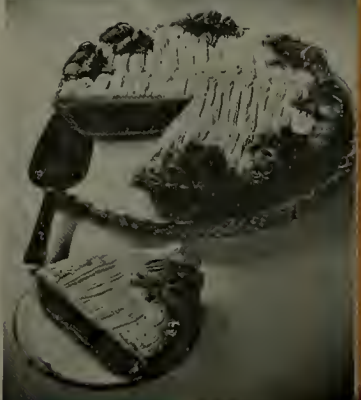
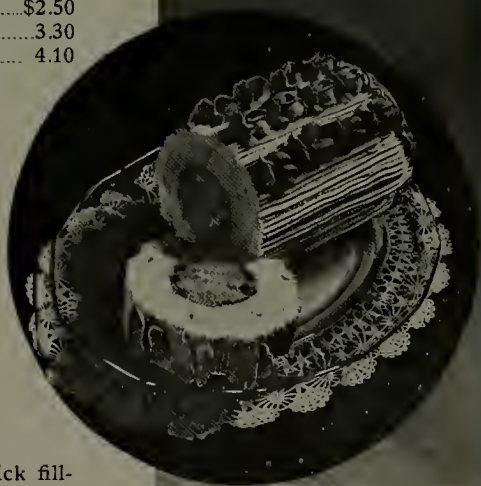
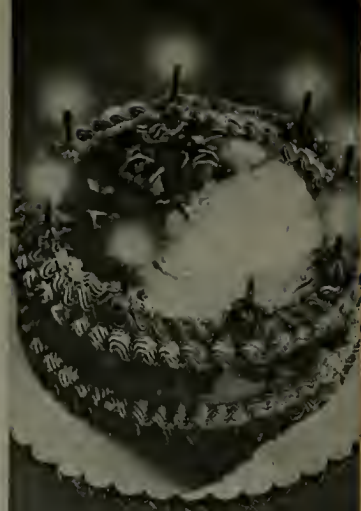
1 roll serves 8.....	\$1.50
2 rolls or more.....	1.25 per roll

ICE CREAM PIES:

Pie crust of sponge cake with thick filling of El Rey Ice Cream, covered with fancy whipped cream and decorated with whipped cream flowers . . . with designs symbolic of holidays.

Serves 8 to 10. Each.....	\$2.00
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There are so many, many special moulds and combinations of fancy ice creams and mousses—including moulds for weddings, birthdays . . . animals and flowers for childrens' parties—we couldn't begin to list them here. Ask for a copy of
Hage's Modern Hostess Book





The Bakery Department, Laden with Good Things To Eat

BAKERY

BREAD

Ajonjoli, Boston Brown, Butter Roll Cracked Wheat, Egg French, Graham. Hamiltons French Sticks, Hamiltons Health (plain or with raisins), Plain Rye, Rye with caraway seed, Whole Wheat, Lima, Bean, Nut and Raisin, Nut, Raisin, Poppy Seed Twist, Potato, Pumpernickle, Soya, Saltrising, White, White Toast, 100% Whole Wheat, Whole Wheat Toast, White Sandwich, Whole Wheat Sandwich.

CAKES

SPECIAL CAKES—Angel Food, Devil's Food, White Layer, Butter Sponge, Sunshine, in 8, 10, 12, 14, 16, 18, 20 inch sizes.

SILVER CAKE—Bride Decorated, in 8, 10, 12, 14, 16, 18, 20 inch sizes.

Hamiltons Special Wedding Cakes.

MISCELLANEOUS : — Angelfood, Apple Sauce, Butterscotch Delight, Cherry Pound (to order), Chocolate Delights, French Mocha Cakes, Hawaiian Slices, Jelly Rolls,

Swiss Rolls, Individual Jelly Rolls, Lemon Squares, Nut Pound Cakes (to order), Old Fashioned Sponge Loaves, Old Fashioned Chocolate Spice Loaves, Plain Pound Cakes, Sunshine Cakes.

LAYER CAKES—Ambrosia, Baltimore, (to order), Caramel (plain), Caramel Nut, Checkerboard, Chocolate, Cocoonut, Devil-food, Dobos Caramel (to order), French Torte (oblong and round), Fresh Lemon (to order), Lemon Torte (to order), Medium Nut Layers, Mocha, Nut Fudge, Tutti Fruitti (to order).

COFFEE CAKES, BREAKFAST PASTRIES

Bear Claws (special filling), Brown Sugar, Butterhorns, Pretzels (Danish Twists) Snails, Butter Rolls, Scones (Round Danish), Raspberry Turnovers.

COFFEE CAKES—Large

Bee Hive, Black Alligator, Bolo, Braided (plain), Coffee Wreath, Coffee Ring (filled), Danish (apricot filling), Fruited Coffee

BAKERY—(Cont.)

fee Cake, Honey Comb with cream filling and nut top, Leipzig Kuchen (filled), Struessel Kuchen.

COOKIES—Home Made

Sugar, Raisin, Ginger, Lemon, Oatmeal, Molasses, Butterscotch, Fruit Bars, Date Nut, Oatmeal Rock.

DESSERT or FANCY TEA CAKES

Assorted Angel Drops, Assorted Fancy Petits Fours, Bridge Cakes (hearts, spades, diamonds, clubs), Crescent Tea Cakes, Dessert Cakes, Swiss Rolls.

DOUGHNUTS and CUP CAKES

Cake Doughnuts, Raised Doughnuts, Iced Cup Cakes, Light Cup Cakes (iced), Spice Cup Cakes, Small Cup Cakes (to order), Olympics.

FRENCH PASTRIES

Assorted, Angel Food Slices, Chocolate Eclairs, Chocolate Squares, Charlotte Russe (to order), Devil's Food Slices, Logs, Marshchino Pyramids, National Slices, Raspberry Tartlets, Russian Tea Cakes, Sylvanas, Tartlets, Tutti Frutti, Whipped Cream Puffs.

HAMILTONS EXCLUSIVE HOME-MADE XMAS SPECIALTIES

English Fruit Cake (dark), White Fruit Cake, Pepper nuts, Springerly, Anise Drops.

MISCELLANEOUS

Bran Muffins, Bread Sticks, Cheese Cake, Cheese Straws, English Bath Buns, English Muffins, Honey Bran Muffins, Meringue Shells, Old Fashioned Shortcake Biscuits, Pate Shells, Shortcake Sponge Forms, Timbal Cases, Scotch Short Bread, Fruited Short Bread.

PIES

Apricot Chiffon, Boston Cream, Buttercrust Mince, Butterscotch, Caramel Nut, Coconut Cream, Coconut Custard, Custard, French Banana Cream, Lemon Chiffon, Lemon Cream, Mince, Pineapple Cream, Pumpkin, Walnut Cream.

PIES—Fruit

Apple, Apricot, Cherry, Blackberry, Blueberry, Cranberry, Fresh Strawberry, Gooseberry, Loganberry, Peach, Pineapple, Raisin, Rhubarb, Strawberry, Youngberry.

ROLLS, BUNS, Etc.

ROLLS—Ajonjoli, Baby Size, Butter Flake, Clover, Dinner, Finger, French, Lunch, Napkin, Parker House, Poppy Seed, Tea, Picnic, Whole Wheat, Whole Wheat Dinner, Salad Rolls.

BUNS—English Bath, Graham Sandwich, Sandwich.

BUTTERFLAKE ROLLS—New and especially delicious.

MISCELLANEOUS—Baking Powder Biscuits, Ginger Bread.

TEA AND FANCY COOKIES

Almond Condes, Almond Macaroons, Almond Nut Wafers, Butter Confections, Cherry Wafers, Fancy Macaroons, Lace Wafers, Lady Fingers, Mint Wafers, Nutines, Vanilla Butter Wafers.

CRACKERS

BENT'S WATER CRACKERS—The Bent Water Cracker was first made by Josiah Bent at Milton, Mass., in 1801, and has been continually made in Milton since that date.

The original formula, perfected and used by Josiah Bent, is still followed in the making of these famous crackers. As the name implies, the only ingredients are the best winter wheat, flour and pure cold water. The crackers are baked in Dutch ovens as of old. Heat for these ovens is provided by bundles of hard wood fagots which burn, leaving a pure wood ash on

**PIE HEADQUARTERS IN
SAN DIEGO**

Hamiltons prides itself on its pies.

• • •

Here's one commodity that must be perfect to please man's taste.

• • •

Hamiltons has achieved that distinction by years of experimentation in producing mouth-melting pies that win acclaim from the masculine gender.

Order

HAMILTONS PIES

BAKERY—(Cont.)

the surface. (The only manner in which the flavor can be obtained.)

FEATURIZED BRANDS

PRETZELS—Quinlan's Butter.

RYVIKA CRISPBREAD— $\frac{1}{2}$ and 1 lb. packages.

BROWN BREAD—Friend's.

HUNTLEY AND PALMER—Packages.

Assorted cheese, Card party, Cocktail biscuit, Krisp bread, Nursery, Salad stix.

OTHER BRANDS—PACKAGED

LOOSE WILES SUNSHINE BISCUITS—PACKAGES—Arrowroot, Assorted dainty

and fancy Butter Wafers, Austin Flakes, Bents Water, Black Walnut, Bridge, Butter Cream, Butter Thins, Cara Wheat, Cheese Wafers, Cheezit, Chocolate Cakes, Chocolate Wafers, Clover Leaf, Cream Stix, Dainty Wafers, Dessert Cream Stix, Dutch Rusk, Edgemont Butter, Edgemont Ginger, Edgemont Graham, Fry Meal, Gift Box, Graham, Hydrox, John Aldens, Juvenile, Creamy Wave Crax, Krispy $\frac{3}{4}$ oz., Krispy $6\frac{1}{2}$ oz., Krispy 1 lb., Krispy 2 lb. tin, Krispy 2 lb. refill, Lady Fair Tea Cookies, Mrs. Reed's Pattie Pastry, Mince-meat, Nobility, Oyster, Perfetto, Philopena, Snappy Ginger, Surprise Assortment, Toy, Treasure Wafers, Vanilla, Water, Zed.

BULK—Academy, Afternoon Tea, Animal, Arrowroot, Bents Water, Brandy Wine Buerre, Cheese Salad, Cheezit, Chocolate Eclairs, Chocolate Favorite, Chocolate Graham, Chocolate Mint, Chocolate

M.M. Stix, Chocolate Peaks, Chocolate Regent, Chocolate Sprinkles, Coconut Bars, Clover Leaf, Cream Lunch, Dinner Biscuit, Dover Assorted, Edgemont Cheese, Egg Biscuit, Fairmont, Favorites, Fig Bars, Fingerettes, Fruit Biscuit, Ginger Snaps, Graham, Hydrox, Iceberg, Jester Wafers, Creamy Waves, Krispy, London Sandwich, Lone Star, Macaroon Dips, Malted Stix, Maple Leaf, Martini Butter, Mince Pie, Monotone, Navy Bread, Nobility, Normandie, Orbit, Oyster, Orange Sandwich, Pantry Petite, Philopenas, Pilot Bread, Raisins, Ranco Sandwich, Regent, Scottie, Treasure Wafers, Vanilla.

MELBETTS—White, Whole Wheat and Rye.

MISCELLANEOUS—Aara Rice Wafers, Baby Educators, Bailey's Ginger Krisps, Bishops Vegetized, Bremner Butter Wafers, Caviar Puffs, Chantilly Kookys, Educator, Melba Toast (Cubbiison's Vegetized) Peak Frean Twiglets, Peterson's Eatsum Health Wafers, Peterson's Milk Wafers, Plato Pano, Pretzels, Prunella Crisp Bread, Rafco Melba Toast, Rice Cakes in Bulk, Rye Krisp, Sano Pano Swedish Health Bread, Sanitarium Bran Biscuit, Toasted Muffin Crisps, Toasters, Golden Bear plain.

NATIONAL BISCUIT COMPANY

COOKIES AND CRACKERS—Pack

ages: Appetaser, Butter Splits, Butter Wafers, Cheese Sandwich, Flake Butter, Nabisco, small, Oatmeal, Saratoga Flakes, Triscuit, Uneeda Biscuit, Vanilla, Vegetized Wafers, Zwieback, not sweet, Zwieback, sweet. BULK—Animal, Bents Water, Cheese Salad, Flake Butter, Graham, Honey Maid, Lemon Square, Lunch, Pilot Bread, Saratoga Flakes, Soda Crackers, Toasted Dainties.

For the Discriminating Hostess we suggest
HUNTLEY & PALMER'S

BISCUITS

Cheese, Crackers, Cocktail Biscuits,
Krispbread

Davis Nut Shelling Co.

Los Angeles, Cal.

Purveyors of
Fine Nuts to
Hamiltons
Bakeshop

One reason why
Hamiltons
Bread and Cakes
are so good



(From the Famous Bakers of Sweden)

This famous health bread is known and used, the world over because of its health-giving, yet non-weight building properties.

Eaten as your Daily Bread

BEVERAGES AND LIQUORS



A section of Hamiltons temperature-controlled "wine cellar." Here all of Hamiltons fine liquors are kept at proper temperatures by air conditioning.

This room is your assurance that all liquors sold by this store will reach you in the finest condition possible—an important factor that cannot be overlooked, particularly in connection with fine wines.

Hamiltons Liquors are Quality Guaranteed

Hamiltons prides itself on the fine quality of its beverages. Since the beginning this store has adhered steadfastly to a policy of stocking only the very finest liquors, irrespective of the margin of profit gained from same. Prices are as low as is consistent with good quality.

It behooves you to purchase your liquors from Hamiltons because of the wide variety of our stock, the lowness of our prices and *our absolute guarantee of quality.*

ALE

ALE the heavy beer of England is generally stronger and heavier than the lager varieties. According to type it varies between 5 and 8% alcohol by volume. It is rich in food solids and is therefore nourishing.

GUINNESS FOREIGN EXTRA STOUT — Brewed since 1759 in Dublin, Ireland. Sole ingredients—barley-malt, hops, yeast and water.

FEATURED BRAND

Pickwick Ale.

OTHER BRAND

Guinness.

Insist On

PICKWICK ALE

Always the choice of those who know and demand finest quality

HAFFENREFFER & CO., Inc.

BOSTON, MASS.

Brewers since 1870

CALIFORNIA'S LEADING SELLER



ACME LAGER BEER

The Favorite

11 and 22 oz. sizes

MARTINI & ROSSI



Sweet

VERMOUTH

Imported from
Torino, Italy

A Good Mixer at
Any Party



Dry

W. A. TAYLOR & CO.
NEW YORK
Sole Agents

VIEILLE CURE



MADE IN FRANCE

Pronounced
"Vee-Ay-Cure"

The Choicest
of the
CORDIALS

COCKTAIL RECIPES

An Authentic Guide to Some of the More Popular Mixed Drinks

DRY MARTINI

- 1 portion gin
- 3 portions dry Vermouth
- 1 dash bitters
- Stir with ice.

BRONX COCKTAIL

- 1 part gin
- 1 tsp. orange juice
- 1 part French Vermouth

GIN RICKEY

- 1 part gin juice $\frac{1}{2}$ lime
- crushed ice carbonated water

GIN SOUR

- 2 parts gin 1 part lemon juice
- teasp. granulated sugar

MARTINI COCKTAIL

- 2 parts gin
- 1 part dry vermouth
- 1 dash orange bitters

NEW ORLEANS FIZZ

- 1 part gin juice of $\frac{1}{2}$ lemon
- 1 part cream dash of lime juice
- 1 egg white carbonated water
- 1 teas. granulated sugar

CLOVER CLUB

- 2 parts gin 1 egg white
- 1 part lemon juice

GIN FIZZ

- 2 parts gin
- 1 part lemon juice
- 1 teas. powdered sugar
- Carbonated water

GIN SLING

- 1 part gin lemon peel
- lump sugar, crushed stir with ice

CUBAN COCKTAIL

- 2 parts apricot brandy
- 1 part gin
- $\frac{1}{2}$ part lime juice

TANGO COCKTAIL

- $\frac{1}{2}$ part apricot brandy
- 2 parts gin
- 1 part Italian Vermouth

BRANDY FLIP

- 1 apricot brandy
- 1 egg white
- 1 dash granulated sugar



TOM COLLINS

- 1 part gin
- $\frac{1}{2}$ part orange juice
- 1 teas. powdered sugar
- carbonated water
- crushed ice

MANHATTAN

- 1 part Rye whiskey
- 2 dashes angostura bitters
- 2 dashes orange bitters
- 1 part Italian Vermouth
- crushed ice

WHISKEY FIZZ

- 1 part bourbon whiskey
- $\frac{1}{2}$ part lemon juice
- 1 teas. granulated sugar
- carbonated water

WHISKEY SLING

- 1 part bourbon whiskey
- 1 lump sugar, crushed
- Mix with ice

WHISKEY SOUR

- 1 part bourbon whiskey
- $\frac{1}{2}$ part lemon juice
- $\frac{1}{2}$ part lime juice
- granulated sugar
- dash of grenadine

OLD FASHIONED

- 1 part Rye whiskey
- 1 dash absinthe
- 2 dashes angostura bitters
- granulated sugar
- Lemon peel

WHISKEY RICKEY

- 1 part Rye whiskey
- $\frac{1}{2}$ part lime juice
- carbonated water
- crushed ice

GIN TODDY

- 1 part gin
- $\frac{1}{2}$ lump sugar, crushed
- $\frac{1}{2}$ lemon peel
- stir with ice

MINT JULEP

Crushed mint leaves, bottom of glass.
Add jigger of whiskey
1 teas. lemon juice
Fill glass with dry, crushed ice
2 heaping teas. powdered sugar
Pour 2 jiggers whiskey over all.

BEVERAGES—(Cont.)

BEER—Full Strength

LAGER BEER—Most of the popular American Beers belong to this type. It requires a long period in the storehouse to ripen and clarify and takes its name from the German word "lager" meaning storehouse. The most popular makes of this type of beer vary between 4% and 5½% by volume in alcoholic content.

PORTER AND STOUT—A heavy beverage of ale type but much stronger in malt content. It is heavy, slightly bitter, of dark brown color and derives its name from the fact that at the time of its invention it was considered a drink only for porters and working men. It makes an excellent tonic and is a pronounced blood builder. Stout is an Irish type of Porter.

Blatz Brewing Company of Milwaukee continues to pioneer by inaugurating the greatest advancement in the Brewing Industry in 20 years. Their new creation is called *Brew-Dated Beer* and every bottle of Blatz Old Heidelberg Beer has the exact date on which the contents of the bottle was brewed plainly marked on the neck label. Thus Blatz has made it possible for drinkers of Old Heidelberg to know that their beer is fully-aged.

SCHLITZ BEER—"SCHLITZ" The Beer That Made Milwaukee Famous!!! What memories of gustatorial delight are conjured up by that Famous name and slogan "Schlitz"—synonymous with "Quality for some 85 years. Every step in its manufacture carefully controlled by experts of many years experience in the fine art of brewing a quality product. "Schlitz" the Enzyme controlled beer.

FEATURED BRANDS

A. B. C., Acme, Schlitz, Blatz.

DRINK



Milwaukee

BREW-DATED

Old Heidelberg Beer

OTHER BRANDS

Pabst Blue Ribbon, Budweiser, Guinness Stout (Imported), Rainier, Golden Glow.

BITTERS

WHAT IT IS—Bitters is a liquid in which a bitter herb, leaf or root is steeped. Medicinally, bitters are mild tonic or aromatic stimulants, employed chiefly to increase the appetite and improve digestion.

Siebert's Angostura Bitters (British West Indies), (45% Alcohol).

Fernet-Branca (Italy).

Cresta Blanca California Orange Bitters.

CHAMPAGNES

WHAT IT IS—The Province of Champagne, France gives its name to this, the aristocrat of all the wines. Due to the minute care necessary in all the phases of its complicated manufacture, the price of Champagne makes it prohibitive to all but the well lined purse.

Even the grapes are cut with scissors and hand-picked for defective fruit before pressing. The wine is bottled before the

famous
A.B.C.
BEER

FULL
Strength
Natural
Lager . . .

"Awarded
World's
Gold Medal"

Full Pints (16 oz.)
and 11 oz. Bottles

BEVERAGES—(Cont.)

completion of fermentation and the natural gas generated in the bottle. The bottles are racked neck down until the fermentation has ceased and the sediment settled, then, by a process whereby the liquid is frozen in the neck, a plug of ice containing the sediment is removed and the bottles re-corked and wired.

During the aging process the wine is stored in vast cellars where every bottle is under constant inspection. Credit for the invention of this wonderful wine is given to one Don Perignon, a Monk, who presented it to an uninterested world at the close of the 17th Century. It was not until many years later the full value of his gift was appreciated.

MUMM'S CHAMPAGNE—Inasmuch as the trend of the buying public is toward the finer brands, Mumm's Champagne once more stands at the top of the list as the World Famous Champagne from the Champagne District of France. In the homes of the aristocrats, in the dining and cocktail rooms of the smartest hotels, the world traveller and Champagne connoisseur still finds that "Mumm's the word." Mumm's Cordon Rouge and Mumm's Extra Dry are the finest and most popular of Champagnes everywhere.

(Domestic)

Theonett Champagne-Type Grape Juice, Korbelsec, California, Paul Masson, Extra Dry 1928.

(France)

Bollinger Brut Non Vintage, Mumm and Co. Extra Dry, Cordon Rouge.

Paul Verrier, Asti Spumante (Italy) Sparkling Muscatel.

COCKTAILS

AN AMERICAN INVENTION—Although strictly an American invention, cocktails have won full approval of Continental and world-wide connoisseurs. Many gourmets consider them an essential necessity to the appreciation of a well ordered dinner and for that matter a refreshing stimulant at any time.

Foremost cocktails in popularity and demand are the Manhattan, the Dry Martini, the Bronx, the Gibson, the Bacardi, the Clover Club and the Old Fashioned, in order named. The first four of these rank easily by a ratio of fifty to one. Place any one of these, properly blended, mixed and served before your guests and you cannot go wrong.

LYON'S MIXED COCKTAILS

Bronx, Large; Duperou; Manhattan; Martini.

MOUQUIN'S

Martini.

LIQUEURS AND CORDIALS

WHAT THEY ARE—Cordials are essentially an after dinner drink but may be used at any time desired.

How To SERVE—Always serve in the pony with a short whisky glass on the side. If desired frapped serve as follows: Fill two sherry wine glasses with snow ice, invert one over the other to form a cone of ice that stands above the glass. Stick a short straw down the side of the bowl and serve with the pony of cordial. The cordial is to be poured over the ice and sipped through the straw.

How To KEEP—Cordials and Liqueurs should be stored in a dark cool place such as a closet. Prolonged exposure to strong light and radical changes in temperature will lead to deterioration in the flavours and color and in some cases cause the sugar content to crystallize.

APRICOT CORDIAL—A sweet heavy cordial made from Apricots. One of the finest types is manufactured in California.

PEACH CORDIAL—Same as the Apricot except for the difference in fruit.

BENEDICTINE—A heavy sweet liquor originated by the Benedictine Monks at F'camp Normandy.

CHARTREUSE—GREEN AND YELLOW—A medium sweet liquor originated by the

PUNCH

FOR YOUR PARTIES

• • order it from
Hamiltons • •
made fresh to
your order.

Punch Bowl, Ladle and 36 glasses
loaned without charge
1 gal.\$1.25
3 gal., per gal..... 1.15
5 gal., per gal..... 1.10
over 5 gal., per gal. .95

BEVERAGES—(Cont.)

Charthusian Monks near Grenoble, France. Brewed from herbs and fine brandy.

CREME DE MENTHE—WHITE AND GREEN—A heavy sweet liqueur with the flavor of mint leaves. An after dinner favorite. Served generally frapped or in a high-ball.

CREME DE CACAO—A sweet heavy liqueur with the flavor of cocoa. An after dinner drink generally served in the pony or frapped.

VIELLE CURE: The liqueur formerly produced by the Monks at Cenon, France and today under a secret process is produced the same way as it was over 200 years ago. The product consists of the distillation of 52 flowers and has a base of 40 year old Fine Champagne Cognac. It is indeed an outstanding liqueur and is served generally after meals.

WHITE LABEL OJEN: The product is a Spanish Absinthe which contains none of the harmful ingredients associated with the name. It makes a delightful frappe and may be used in cocktails as a substitute for Absinthe. It is made by the slow process of distillation of pure wine spirits and re-distilled with seeds and herbs.

Distillerie P. Garnier

(France)

Grenadine, Orgeat; Liqueur d'Or; Liqueur Garnier Yellow; Liqueur Garnier Green; Abricotine; Peach Liqueur; Cherry Liqueur; Blackberry Liqueur; Strawberry Liqueur; Creme de Menthe; Creme de Cacao; Anisette; Maraschino; Curacao, Jugs; Pousse Cafe; Parfait Amour; Chartreuse, green and yellow.

Absinthe

Pernod's Liqueur D'Anis, France; white Label Ojen, Spain.

Rocher, Freres, (France)

(Individual Size)

Roche, Freres (France); Individual Size. Apricot, Cherry and Peach Brandy. Curacao, Triple Sec, Creme de Menthe.

Lyon's

(California)

FRUIT CORDIALS

Apricot, Blackberry, Peach, Cherry.

LIQUEURS

Anisette, Creme de Cacao, Creme de Menthe green, Creme de Menthe white, Curacao, 12/25 oz. Jug, Jadine (Similar to Absinthe), Kummel, Pousse Cafe (Stone Jugs and Bottles), Grenadine.

Miscellaneous

(Imported)

Vielle Cure; Marie Brizard Creme de

Cocoa; Cherry Cordial; Liqueur Roache.

GINS

WHAT IT IS—Good gin is a product of the distillation of pure rectified spirits in which juniper berries have been steeped. For greater purity it is some times redistilled two or three times.

The finest imported Gins come from Holland and England. Holland claims the origin of this liquor; the name Gin being a contraction of Geneva.

DRY GIN is a double or triple distilled liquor with no sugar content.

TOM GIN—A mildly sweet liquor.

HOLLAND GIN—A strong dry liquor with an unpleasant odor. In some cases of kidney and bladder trouble it is of pronounced medicinal value; generally favored for medical purposes.

SLOE GIN has a flavoring of Sloe Berries. Sweet and heavy.

MILSHIRE GIN—Introduced by G. F. Heublein & Bro., many years ago, Milshire Dry Gin has the distinction of being the first scientifically distilled dry gin in this Country.

Nicholson's Dry Gin (England); Fleischmann's Gin; Gordon's Dry Gin (England); Gordon's Sloe Gin (England); Milshire Gin; Lyon's Orange Gin; Lyon's Sloe Gin; Booth's High and Dry.

LIQUORS

Brandies

BRANDY is the alcoholic or spiritous portion of wine, separated from the aqueous part, coloring matter, etc., by the process of distillation. The word is of German origin, "brantwein," meaning burnt wine, or wine which has undergone the operation of fire.

Brandy as a name is now used however to designate the distilled product of any fruit, thus Apricot Brandy, Peach Brandy, Cherry Brandy, Apple Brandy, etc. The word "Brandy" alone is always understood to mean the grape product.

The most famous of all brandies is Cognac ("Coneyak"). Cognac is distilled from grapes as distinguished from wine, which is fermented.

Cognac grapes are cultivated and ripened for the exclusive purpose of distillation; the bouquet, body and spirituousness of the brandy being always the object in view.

It is a potent drink, usually carrying around 50% alcohol, features lightness of

BEVERAGES—(Cont.)

body and volatility, and owes its fragrance principally to Onenthic Ether. For some medical uses it is preferable to Whiskey.

Fruit Brandies

Marie Brizard Apricot, Blackberry, Peach, Cherry.

Cava Madrone Bonded 11 years, Old San Gabriel Muscatel Brandy 100 proof-aged in the wood.

Cognacs

Jules Robin (France), 3-Star Cognac; Hennessy (France), 3-Star Cognac; Martell (France), 3-Star Cognac; Lyon's (California).

LIQUORS

Bourbon and Rye Whiskies

WHAT IT IS—The name Whiskey or Whisky is derived from the Celtic Usquebaugh ("Water of Life"). It is a distillate from starchy grains—corn, wheat, rye, etc.—which have been mashed with a quantity of malted barley for the purpose of changing the starch to sugar, before fermentation.

Different distillers use varying content of grains and grain varieties in the mash formulae.

The best guarantee of genuine Whiskey is the Government Bonded Stamp. Bonded Whiskies are always 100 proof or 50 alcoholic content and the age of the liquor in the container is plainly marked on the stamp.

In alcoholic content (outside of Bonded Goods) whiskey ranges between 80 and 120 proof or 40 and 60 by volume.

BOURBON—A distinct type originating in Kentucky and takes its name from Bourbon County in that State.

MALT WHISKEY—A product of the pure barley malt; it is not used extensively in the United States.

SOUR MASH WHISKY—A liquor from a mash in which the residue of previous distillate has been used to mash the succeeding sweet grains.

RYE—It's base is rye. It was once known as Monongahela.

SCOTCH AND IRISH WHISKIES—Mainly of barley base. They owe their peculiar smoky flavor to the old fashioned pot still method of manufacture.

RECTIFIED WHISKY—This is merely alcohol in which a certain amount of real whiskey has been incorporated to supply the flavor. It differs very little from the cut products of the bootleggers during

It's a mark of distinction
to serve these
distinguished

LYONS & RAAS

Beverages



Lyons BELVISTA Dry White Wines

Hock, Chablis, Riesling and Sauterne from the Napa and Sonoma Valleys. Do not store in ice box, but chill thoroughly before serving.

Lyons BELVISTA Dry Red Wines

Claret, Zinfandel, Chianti, Burgundy, Cabernet of finest quality. Should not be chilled; serve at about 70° Fahrenheit.

Lyons BELVISTA Sweet Wines

Port, Sherry, Muscatel, Angelica, Madiera, Tokay from the finest vineyards of Central and Southern California.

Lyons Fruit Cordials

The choice of connoisseurs for over 80 years. Apricot . . Blackberry . . Cherry . . Peach.

Lyons Mixed Cocktails

Old favorites, blended from finest ingredients to suit the most exacting taste. Manhattan . . Martini . . Bronx . . Duperou. Bottled in old-fashioned "whiskey fifths" and flat full pint flasks.

JOS. J. FINCH & CO. WHISKIES

E. G. Lyons & Raas Co. brings us this famous old line of whiskies. Finest ingredients, talented blending and thorough aging, since 1856.

"Golden Wedding" . . "Belle of Anderson" . . "Gibson Rye" . . "Echo Springs" . . "Blackstone" . . in full quarts, 5ths, full pints and half pints.

Also a complete line of
Lyons' famous LIQUEURS

BEVERAGES—(Cont.)

Prohibition. A Rectifiers License from the Government is all that is required to make this spurious product. Merchandise of this class is not handled at Hamiltons.

How To SERVE—It may be served straight, in mixed drinks or in a high-ball. The latter consists of a drink of whiskey in a tall glass with a piece of ice, the glass to be filled with ginger ale or charged water.

When serving straight always allow the guest to pour his own. Supply a fresh glass with each round also a side glass of ginger ale, soda water or ice water as the guest desires. The host always serves himself last. When opening a fresh bottle, shake it before pulling the cork. This will distribute high alcohols and oils that have a tendency to form on the top when the bottle has been standing.

SCOTCH WHISKEY & SCOTCH LIQUEUR WHISKEY—These two types of whiskeys are frequently confused. Ordinary Scotch Whiskeys as sold all over the world vary in age from five to seven years, and these ordinary commercial products are the plain Scotch Whiskeys. It has been the custom of some of the whiskey distillers in England and Scotland to supply the very fine old whiskeys—ten years old or more—un-

der the label of "Scotch Liqueur Whiskey."

Domestic

Golden Wedding, Blended Bourbon; Belle of Anderson, Blended Bourbon; (These are blends of straight whiskies—no alcohol or spirits added).

Canadian Club (5 years); Old Barbee, Aged in Wood 14 years, Bonded Bourbon; Meadowbrook Blended Bourbon; Brookhill Bonded 16 years; Old Hermitage Kentucky Rye 16 years; Sunnybrook Kentucky Bonded 16 years; Seagram's Bonded Canadian Rye, 5 years; Pedigree Bonded Canadian Rye, 7 years; Lyon's Straight Whiskey.

Scotch Whiskies

(Scotland)

Dewar's White Label; Dewar's Victoria Vat; John Haig, bottles (12/5); McCallum's Perfection; Haig and Haig White Label; Haig and Haig Pinch Bottles; White Horse, aged in the wood and miniatures; Teacher's Highland Cream; Buchanan's Liqueur Scotch Blended; Sanderson's Vat 69.

Irish Whiskies

Old Bushmill's; Burke's.

MISCELLANEOUS

Genuine Benedictine D. O. M. Liqueur (France); Gilka Kummel (Berlin); Pernod's Absinthe; Cointreau; Edward Dubonnet Aperitif; Nuyens Grenadine; Creme de Cassis, Brizard; Charvres, Cuban Yellow; Creme de Menthe, Bardenet; Creme de Menthe, Brizard; Jose Cuervo Tequila; Genuine Apple Jack; Duncan Nicol's Pisco Punch; Cresta Blanca de Orgeat; Cresta Blanca Grenadine.

RUMS

WHAT IT IS—All liquors distilled from sugar cane or its by-products are called Rums. Probably the most famous of them are the dark red Jamaica Rum and the white St. Croix and Bacardi Rum. The same rules for serving whisky apply to rums.

Lemon Hart Jamaica Rum; Bacardi Rums (Cuba), Carta Blanca, Carta de Oro; Bacardi Extra Superior; Lyon's Palmetto.

VERMOUTHS

MARTINI & ROSSI VERMOUTH—The words Italian and French, as sometimes erroneously applied to vermouth, are confusing. Any vermouth is essentially sec

BENEDICTINE



The preeminent after dinner liqueur of the world. Smart Americans serve it as the perfect ending of a fine meal, both for its unmatched flavor and as an aid to digestion. There is only one Benedictine—

be sure the name appears on the label.

La grande liqueur Francaise

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Inc.
10 Hubert St.
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BEVERAGES—(Cont.)

or dry; never sweet. The words *Red* and *Dry* are employed to indicate the degree of Dryness. *Martini & Rossi Vermouth* is called Italian simply because it is made in Italy. Some mistakenly use "Italian" in place of *Regular* and "French" in place of *Dry*.

Even if the recipe calls for *Regular* or *Dry* or *Both*, shall you follow it implicitly. The answer is: Provide yourself with both, then follow directions and, in time, your own taste may lead you into variations which will please you most.

Cazals & Prats (France), Dry Vermouth
Soleil; Martini & Rossi, Italian Sweet,
Italian Dry; Mouquin French Type;
Noilly Prat (France), Dry Vermouth.

WINES—CALIFORNIA

TWO MAIN VARIETIES—All wines are divided roughly into two groups; namely, *Fortified* and *Dry*.

FORTIFIED WINES—Brandy or wine spirit has been added to the natural product to raise the alcoholic content to a point that will prevent fermentation of the remaining sugar content. Fermentation ceases at 18%. These wines run 18% to 24% alcohol and also retain a heavy sugar content. *Port, Sherry, Muscatel, Angelica, Madeira* and kindred types come under this heading.

DRY WINES—Wines that have been completely fermented and in which the sugar content is practically negligible are called *Dry Wines*. They range from the crisp astringent types like some of the *Rhine* varieties, to the smooth and delicately sweet *Chateau Yquem* and *Haut Saumur*. In alcoholic strength they vary between 11 % and 15%.

SPARKLING WINES—Those retaining natural carbonic gas. They are bottled before fermentation has been completed, or by the addition of sugar. *Champagnes, Sparkling Burgundies, Sparkling Sauternes* and many others come under this heading.

CARBONATED WINES—Those in which the sparkling effect has been artificially created by the injection of carbonic gas. Many varieties of the cheaper "Sparkling Wines" are made in this way. Excellence of vintages is judged by the color, the Bouquet, the Flavor and the Body.

BOUQUET—The fragrance of the wine, usually described as *Aromatic; Delicate; or Fragrant*.

FLAVOR—Usually described as *Fruity, Nutty, Mellow, Musky*. Wines that re-

tain an abundance of tannin from the husks and stems are referred to as *Astringent* or *Hard*; Those without this feature are described as *Soft*. Well balanced wines, in regards to all these features, are said to possess *Breed; or Style*.

BODY—Refers to the solids content of the wine. Some wine such as the *Burgundies* are rich in solid matter. Others reach excellence with much less Bod. When wine has approximately the amount of solids required for perfection in its type, it is referred to as *Full*, or *Full Bodies*.

The terms **HEAVY** or **LIGHT** refer to the alcoholic content of wine.

VINTAGE—Due to climatic and other natural conditions the grape crop of some years is better for some types of wines than for others. Wine made from the crop of any one year is called the *Vintage* of that particular year. Vintages of the good years, for any particular type of wine, are of more value. One year it may be a *Claret*, the next a *Burgundy*, etc.

DARROW WINES—The growing of vineyards and making of wines in *Mission San Jose* and vicinity, dates back to the days

When You Dine
 Drink
 Darrow's Wine



WINE CO.

Old Mellowed
 Choice Wines

BEVERAGES—(Cont.)

of the Padres in 1797.

The history of the Padres wherever they erected a Mission, looked for three things—land, water and climate. By this we mean to convey that the temperature of our State of California produces grapes to ripen at a point of sugar and acidity, suitable for the advantageous fermentation of wines, similar to the famous wines of France.

WHEN TO SERVE—For a formal dinner the following may be accepted as the standard:

Apertif: A cocktail or a very dry Sherry. Dry Martini, Gibson, French Vermouth, or Dubonnet, are preferred for cocktails.

Oysters: Dry white wine. A Rhine or Moselle will do, but nothing will compare with a Chablis, dry and crisp. They were made for each other.

Soup: Nothing will do but a dry Sherry, preferably an Amonillado.

Fish: A dry Sauterne, Graves, a white Bordeaux, or one of the heavier Rhine or Moselles as Hochheimer, Johannisberger, in the Rhines, Bernkastle Doctor or Brauncberger in the Moselles. With Filet of Sole, Sandabs, Lobster Medoc is recommended. With baked fish White Burgundy.

Entree: Red Wine. A Claret such as Ponet Canet, St. Julian, Chianti. Also a good dry Champagne. With roast beef always a Claret. With veal or lamb, Champagne, Moselle or a Rhine wine is recommended.

Game: Burgundy is supreme. Pommard, Chambertin, Volnay, Macon.

Dessert: Port, a sweet Madeira, Chateau Yquem or Haut Sauterne, Sweet Champagne or a Zeltiger. Do not serve Port however if Champagne has preceded. They have no affinity.

With the **Coffee:** Liqueurs or Cognac. Creme de Menthe, Chartreuse, Benedictine, Creme de Cocoa.

BORDEAUX—The general character of Bordeaux is lightness in color and body.

The lighter Claret is favored as a table beverage in the wine drinking countries. In medicine it has value as a tonic, acting as a gentle stimulant to the digestive juices and the bowel action. Always serve at room temperature.

BURGUNDY—The richest of natural wines and named after the land of its nativity the Province of Burgundy, in France. The most famous wines of this group are vinted from the grapes of the Cote d'Or, a hilly section in this Province. Burgundy is especially rich in tannin or iron and is therefore valuable as a blood builder. As a tonic for invalids and convalescents it is without a rival. Serve still red Burgundies at a temperature of about 65°, the still white at 50°, sparkling types at 45°.

MADEIRA—Wines of the Island of Madeira are World famous possessing distinctive characteristics that distinguish them from all others. Madeira itself is similar to Sherry Wine and the same rules can be followed in serving it.

RHINES AND MOSELLES—These famous wines from the valleys of the Rhine and the Moselle are often referred to as Hocks or Reislings. They possess a gentle stimulative action for the liver and kidneys and are a tonic to the nervous system. In cases of nervous prostration a moderate use of them is especially recommended. For table use, the dry type of both Rhine and Moselle should be served with the fish course.

Sweet types are excellent dessert wines being delicate in flavor and fragrance. Sparkling Moselle is comparable to Champagne and takes its place when served. Service temperatures: Dry wines 45 to 50. Sweet wines, 65. Sparkling Moselle 45.

PORT—According to Dr. Johnson this is "a drink for men." Yet its delicate bou-

DRY SACK



Here is a Sherry that will add grace to any table! So carefully blended, so deliciously balanced that it may be served either before a meal, during it, or afterward.

Particularly we recommend it for a Sherry Party. Served with light hors d'oeuvres (olives, sandwiches, cheese straws, potato chips, etc.) between 5 and 7, it is a welcome interlude before dinner.

Sole United States Agents
JULIUS WILE SONS & CO. Inc.
10 Hubert St.
New York, N. Y.

BEVERAGES—(Cont.)

quet, its rich and lingering flavor must be an allurement to all. The name is from Oporto, Portugal, in the vicinity of which city this lovely wine originated and from where the finest of its type is still exported. One of the most famous wines, probably the best known of them all. As a dessert wine it is a favorite, while its strong propensity to improve with age makes it the delight of connoisseurs. Its outstanding qualities as a strengthening stimulant and energizer make it the first choice for the medicine chest. When served at table it is a dessert wine or may be served with the cheese. Eliminate it however if Champagne is on the menu. Serve at room temperature.

MUSCATEL—A native of Italy is pressed from sweet Muscat grapes. It is a fortified sweet wine and in alcoholic content varies between 20 and 24. To those who like a heavy bodied wine without the dryness of Sherry or the richness of Port, Muscatel is a happy medium.

WINES—CALIFORNIA

Darrow Wine Co.

(Mission San Jose, Calif.)

DRY WHITE—Vintage 1929-30; Chateau Yquem; Haut Sauterne; Riesling; Sauterne; Dry Red Burgundy 1926; Port; Sherry; Angelica; Muscatel; Port; Sherry; St. Julian; Zinfandel.

Paul Masson Champagne Co.

(San Jose, Calif.)

DRY WHITE—Chablis, Sauterne.

DRY RED—Burgundy; Cabernet.

Aristo

(E. G. Lyons and Raas Co.)

Claret; Burgundy.

Belvista Wines

(E. G. Lyons and Raas Co.)

DRY WHITE—Chablis; Riesling; Sauterne.

DRY RED—Claret; Zinfandel; Burgundy.

SWEET WINES—Port; Sherry; Muscatel; Angelica; Madeira; Dry Sherry; Tokay.

Cresta Blanca Souvenir Wines

Sparkling Moselle; Sparkling Burgundy.

Italian Swiss Colony

(Sonoma County, Calif.)

Asti Tipo, Red or White, Sauterne.

Beaulieu Wines

(California)

Chateau Yquem; Cabernet; Sparkling Burgundy; Port; Sherry; Sparkling Moselle.

A. Repsold & Co.

Arco, 1917 Vintage; Claret, Zinfandel; Amorosa Zinfandel, Assorted 1914-16.

WINES—IMPORTED

Bordeaux Wines

(France)

WHITE WINES—Graves Superieurs, Sec. 1928, Barsac, 1928. G. Chicard Fils; Barsac Cruse and Fils; Sauterne, 1928.

RED WINES—Medoc, 1928; Margaux, 1928; St. Julian, 1928; Chateau Pontet Canet, 1925.

Robertson Bros. Port Wines

(Portugal)

Privateer, Fine Old Tawney; Invalid, Tawney; Pyramid, Finest Old Tawney; Old White Port.

Invalid Port

(Portugal)

Fonseca Invalid Port.

Williams & Humbert's Sherry Wines

(Spain)

Solano, Full Med. Golden; Molino, Pale, Full Flavored; Amontillado, Pale, Delicate; Dry Sack, Nutty, Golden.

Chanson Pere Et Fils Burgundy Wines.

(France)

RED WINES—Macon, 1926; Beaujolais, 1926.

WHITE WINES—Chablis Sup., 1926, Sparkling Burgundy.

Manuel Fernandez y Ca Jerez

(Spain)

Vino de Pasto; Oloroso; Victoria Amontillado; El Capitan Oloroso; Glorioso Solera.

Adolph Huesgen Moselle Wines

(Germany)

Zeltinger, 1931; Piesporter, 1931; Bernkasteler; Berncastler, 1931, Doctor; Zeltinger Schlossburg, 1931.

Louis Guntrum Rhine Wines

(Germany)

Niersteiner, 1930; Liebraumilch, 1929. Oppenheimer Reisekabr, 1928; Niersteiner Rebbach Spaetlese, 1930.

Leacock & Co. Madeira Wines

(Spain)

"Ninety-Nine": Rich Old Bual, Very Rich and Sweet; Fine Old Sercial, Dry Wine of Great Breed.

Italian Wines

Chianta; Marsala Floria Sherry; Asti Spumante Sparkling Muscatel.



MOUQUIN'S

(Pronounced
Mco-can)

A name that has been identified with the finest in food products for three generations.

COCKTAILS

Mouquin's Cocktails are prepared in the same old-time flavors—Manhattan, Bronx and Martini. They still retain all the sparkle, glow and twang of the old time cocktail.

FRENCH BOUILLON CUBES

Made from an old French Recipe, Mouquin's French Bouillon is a real soup, not merely a beef tea. The salt contained in these Tablets is only one-half of that contained in others. They are rich in vitamins A, B and C and contain many minerals.

GREEN TURTLE SOUP

Prepared from selected Turtle meat, Mouquin Sauce Newburg—salted Sherry wine. A flavor that thrills!

Five Fruit

"Rich and delicious"

PANAMA PUNCH

"Refreshingly different"

The tang of tropical fruit



HAY'S

REAL FRUIT JUICE SYRUPS

Simply make a fruit cocktail, punch or frozen dessert.

Supreme in quality and flavor.

At the better food stores



BEVERAGES—(Cont.)—NON-ALCOHOLIC

CIDER

VARIETIES—Still cider is ordinary cider made from crushed apples that is not carbonated.

BOILED CIDER—is not a beverage at all, but a concentrated flavoring for mince meat and fruit cakes.

FEATURED BRAND

Boiled: Martinelli's Sweet, Still, Sparkling.

GINGER ALE

WHAT IT IS—Ginger ale of good quality consists of distilled water, ginger, lemon and other flavors (such as sarsaparilla), the product being finally carbonated to give the effervescence desired. Inferior products frequently contain red capsicum ("red pepper") partly or wholly in place of ginger.

FEATURED BRANDS

C & C, White Rock, Canada Dry.

OTHER BRANDS

Clicquot Club, Pale Dry, Golden, Sarsaparilla; Gingerale Extract; Pomo; Caliente Mum.

JUICES

FEATURED BRANDS

PUNCH—Hamilton's.

GRAPE JUICE—Island Queen; Theonett Sparkling Champagne-Type Grape Juice.

GRAPEFRUIT JUICE—Pt. Loma Florida.

PINEAPPLE—Chimes Fancy; Pt. Loma.

TOMATO—Chimes; Pt. Loma; Heinz.

PASSION FRUIT—Cordial, Passionola.

KRAUT JUICE—Point Loma.

OTHER BRANDS

GRAPE—Alpine; Church's; LaMesita; Welch's.

LIME—Rose's, Rainier Lime Rickey.

LOGANBERRY—Loju.

PINEAPPLE—Paradise Isle.

POMEGRANATE—Garman's.

TOMATO—Welch's, Crosse and Blackwell, Campbell, College Inn Cocktail.

MINERAL WATERS

VARIETIES—There are two principal va-

rieties of mineral waters:

Table Mineral Waters are those which have little or no pronounced flavor and are only sufficiently alkaline to counteract to a



THEONETT

CHAMPAGNE-
TYPE

GRAPE
JUICE

Pure
Exhilarating
Delicious

THEONETT & CO.
Inc.
Chicago, Ill.

"CANADA DRY"
The Champagne of Ginger Ales



Regular
12½ oz.
and
29 oz.
Party Size

*The Champagne of Ireland
Loved the World Over*

BEVERAGES—(Cont.)—NON-ALCOHOLIC

certain extent acidic foods eaten at the table.

Medicinal Mineral Waters are those employed in the treatment of various disorders and diseases. The division between these two is not exact, as many of the milder and more delicate types are used for both purposes.

FAMOUS BRANDS—Some of the more famous brands and their constituents are as follows:

PERRIER—an effervescent table water from springs near Vergaze, in the south of France. Perrier, known as the champagne of table waters, is bottled as it bubbles from the spring with nature's own pure sparkling gas.

POLAND WATER—from South Poland, Maine. It is only slightly mineral and is one of the best of domestic waters. It is used as a table water and a diuretic.

WHITE ROCK—an effervescent table water from Waukesha, Wisconsin.

FEATURED BRANDS

Perrier, White Rock, Canada Dry Water.

OTHER BRANDS

Apollinaris, Calso, plain and charged; Mountain Valley, Poland, Vichy Celestins, Sbastia Water in Siphons, Crystal Bead Water.

SODA and SODA POP

WHAT IT IS—Soda water or soda pop is water rendered effervescent by charging it with carbon-dioxide. It is so called because the gas originally employed was produced from bicarbonate of sodium.

FEATURED BRAND

Blatz Soda.

OTHER BRANDS

Schweppes Soda Water, Billy Baxter Club Soda.

SYRUP FOR BEVERAGES

HAY'S FIVE FRUIT—Only the finest of

"DRINK YOUR APPLE A DAY"

Martinelli's
GOLD MEDAL

CIDER

fruits are used in Hay's FIVE FRUIT, native raspberries from nearby gardens (freshly picked and quickly packed in pure sugar), June strawberries at their best, the juice of prime ripe Hawaiian pineapples, oranges and lemons carefully selected from the best that Florida and California afford.

The Five Fruit factory is a model of neatness and efficiency. Fruit presses and glass-lined tanks, joined by aluminum pipes to modern machines for filling and labelling, protect the product from any possible harmful contact while on its way from Nature's source to you in its securely sealed red wrapped bottle.

Hay's Five Fruit is an ideal mixer and goes well in many cocktails. It's delightful fresh fruit flavor imparts a tang to alcoholic drinks which will please all of your guests. Always keep a few bottles in the cupboard for those "who just happen to be dropping in."

FEATURED BRANDS

HAY'S—Five Fruit; Raspberry.

GINGER ALE EXTRACT—Hires.

ROOT BEER EXTRACT—Hires.

WATER CRYSTALS

BRAND CARRIED

Buck Head Water Crystals.

White Rock
The leading mineral water

Order White Rock Water

If You Want the Best

Perrier
THE CHAMPAGNE OF TABLE WATERS

PERRIER, the exquisite French Table Water, bottled at the Springs in France, as it bubbles with Nature's own pure, sparkling gas, can now be sold at a price no higher than that of artificially "charged" domestic waters.



CHEESE

Best Way to Cut Cheese



Fig. 1

Fig. 2

Fig. 3

In cutting for the first time, cut a section as shown in Fig. 1, and then push the two sides of the cheese together as in Fig. 2—the rind will thus continue to protect it. At the second meal, cut through crosswise and at the end of the meal, push the parts together (figure 3) so that the four quarter sections again make a circle. This process may be repeated as often as necessary.

FEATURED BRANDS

KNUDSEN'S—Cream Cottage Cheese, bulk
WIELAND BROS.—Circle X Brand Camembert

BORDEN'S—American, Chateau, Pimiento and Swiss in ½ lb. pkgs.

BLUE MOON—American, Limburger, Pimiento and Roquefort spread in pkgs. Camembrie.

KRAFT—American, Swiss in bulk; Old English, American, Brick, Pimiento, Roquefort and Velveeta in packages; Camembert, Kay, Limburger, Old Eng-

lish in jars; American, Parmesello and Parmesan grated.

OTHER BRANDS

BLUHILL — Pimiento, Bluhill Cream (pkg.).

ALPESTRA ASSORTMENT—Bierkase, Brikase, Camembert, Edam, Gruyere, Roquefort.

PINEAPPLE—Small, medium and large.

MISCELLANEOUS—Camembert: German type, Imported; Bifrost, Brick, Oregon (bulk); French Rouge et Noir (pkg.); Brie, German type (pkg.); Edam, 40 per-

We Recommend
KNUDSEN'S



DAIRY
PRODUCTS

The World's Finest
CHEESES



are made or
imported
by

KRAFT



Made in California

The Standard
Since 1885

Full Cream

**WIELAND
BROS. Ltd.**

Distributors
San Francisco,
Calif.

Circle (X) Brand Cheese, W. B. Brand Crabmeat, Neptune Brand Codfish, Neptune Brand Herrings, Neptune Brand Bloaters, Turk & Pabst Frankfurters. Romanoff Brand Caviar

CHEESE—(Cont.)

cent butter fat, Medium, English Cheddar, English Cheshire (pkg.), Gjed-ost (bulk); Gouda; Grated American (bulk); Gruyere, Tiger Emmental (pkg.); Imported Roquefort (bulk); (bulk); Limburger, Long Horn (bulk); Monterey (bulk); New York (bulk); Pabst-ett (pkg.); Parmesan (bulk);

Parmesan grated (bulk); Parmesan, Crosse & Blackwell (pkg.); Philadelphia Cream (pkg.); Red Rock Cream; Pimento and Relish; Sap Sago (pkg.); Stilton (glass); Stilton in Port Wine, Switzerland imported (bulk); Tillamook (bulk); Trauben; Swiss (pkg.); Welsh Rarebit, College Inn.

CHOCOLATE

CHOCOLATE

WHAT IT IS—Chocolate is obtained by grinding roasted cocoa beans to a pasty mass and pouring this into molds. Cocoa beans grow in pods on the tropical cocoa tree. These beans are extracted from the pods and are cleaned, dried, cured, roasted, crushed and ground. The roasting process brings out the fine flavor of the bean.

WHITMAN'S QUALITY FOODS — The name, Whitman's, on a product has been the symbol of quality since 1842. Each item is a product of distinction.

INSTANTANEOUS CHOCOLATE — Just what the name implies: the last word in a drinking chocolate. Use as directed on the container. **CHOCOLATE SYRUP**—in 12 ounce jars—has the Seal of Approval of the American Medical Association, Committee on Foods, because of its distinctive quality and purity.

COCOA—a superior product made from high grade beans only. **BUTTERSCOTCH SAUCE**—an outstanding product. A trial of this famous item will convince you. **MARSHMALLOW WHIP** — originated by Whitman's thirty years ago. It is distinctly different in flavor and consistency. Each of the Whitman products contains only the finest and purest ingredients. We guarantee every Whitman item sold.

FEATURED BRANDS

Ghirardelli's Sweet in pks; Ghirardelli's Ground; Whitman's Instantaneous Ground; Whitman's Chocolate Syrup.

OTHER BRANDS

PACKAGE — Baker's Unsweetened, Dot,

Roof Garden Dipping Chocolate.
SYRUP—Hershey's

COCOA

WHAT IT IS—Cocoa is made from finely pulverized chocolate with half of the fat removed.

FEATURED BRANDS

Ghirardelli's, Whitman's.

OTHER BRANDS

Baker's, Bensedorp's, Droste, Nestle's, Phillip's Digestible, Van Houten.



HAMILTONS OWN DELICIOUS BALCONY BLEND COFFEE

Lower in Price—Better in Quality

Prepared piping hot for your picnic in 5 and 10 gallon thermos tanks, each gallon yields 20 cups, per gallon.....40c

These special thermos tanks will keep the coffee piping hot for many hours. Easy to serve—faucets on side. Loaned free of charge.

This is the same delicious coffee served at our fountain—large cup 5c when served with food, served with pure rich cream.

WHITMAN'S

Products of Distinction
INSTANTANEOUS CHOCOLATE
COCOA

CHOCOLATE SYRUP

in 12 oz. Jars

MARSHMALLOW WHIP
BUTTERSCOTCH SAUCE

COFFEE

A Multitude Of Varieties

Each variety of coffee has its own distinguishing flavor and bean. One of the most popular myths in the whole history of coffee is that pertaining to genuine *Mocha* and *Java* coffee. The actual amount of genuine *Java* coffee that is consumed in the United States is somewhere in the neighborhood of two-tenths of one per cent, yet how many times have you been assured that the coffee you are purchasing is genuine *Java*?

Years ago the term "*Java*" acquired its reputation when the Dutch Government established a monopoly of the coffee industry and sold its stock of coffee, after aging and mellowing them, as "Old Government *Java*," though the coffee was actually grown in Sumatra instead of Java. *Coffea arabica* is the scientific name for the coffee which was originally grown in Arabia and from there brought to the island of Java. The term "*Java*" has been much abused, hence the United States Department of Agriculture has ruled that only *coffea arabica* that is grown in Java can be labeled and sold as Java coffee. The *coffea arabica* that is grown on the island of Sumatra is the same as that variety of coffee grown on the island of Java, though the former is sold under the label of "*Java* grade" or "*Java* style" coffee. *Coffea arabica* is one of the best coffees on the market, whether grown in Java, Arabia, Sumatra or elsewhere, and commands a higher price.

BRAZIL COFFEES—There are two principal varieties of Brazil coffees: the *Rios* and the *Santos*, deriving their names from the two seaports from which they are shipped—Rio de Janeiro and Santos. Brazil coffees are perhaps one of the most heavily consumed in the United States. *Rio* coffees are heavy in body and have a very distinguished flavor and aroma. *Santos* coffees are generally milder than the *Rios* and very smooth and pleasing in the cup.

COLOMBIA COFFEES—One of the principal varieties of the Colombia coffees is the *Bogota* variety, a mountain-grown coffee having a large bean and a full-bodied fragrant brew, which is the basis of a great number of high grade blends.

VENEZUELA COFFEES—Venezuela produces two well-known varieties: *Maracaibos* and *La Guayra*.

CENTRAL AMERICAN COFFEES—This country produces three principal varieties: *Guatemala*, *Costa Rica* and *Salvador*.

MEXICO—The principal varieties from this country are the *Tepic* and *Caracolillo* and the *Oaxaco*.

WEST INDIES—This country produces *Jamaica* coffee, *Haitian* and *San Domingo*.

FEATURED BRANDS

Hamiltons Balcony Blend, *Hamiltons Special*, *Jones Thierbach Mocha & Java*, *Hamiltons Prepared Coffee with Cream*, *Schilling's*, *M. J. B.*, *Point Loma High Grade*.

OTHER BRANDS

BULK—*Mocha and Java Blend*, *Mocha* (strong), *Java* (mild), *Heavy Roast*.

PACKAGES—*Hills Bros. Red Can*, *Maxwell House*, *Chase & Sanborn's*, *Ben Hur Drip*, *Big Five*, *Kona*, *Quick*.

Jones-Thierbach Co.'s genuine *Mocha* and *Java* Coffee has the distinction of being probably the world's most travelled coffee before it is roasted and packed. The finest coffees from Java in the Dutch East Indies are exported to Amsterdam. The highest quality *Mocha* Coffee in the world is grown in the Yemen District of Arabia. *Jones Thierbach Company* imports from Amsterdam and the Yemen District only the finest grades of these two coffees for blending their *Mocha* and *Java*. It has been famous for almost a generation.

COFFEE—(Cont.)

COFFEE—CAFFEINE FREE

WHAT IT IS—Caffeine is the active principal in coffee which gives to the brew its stimulating properties. The effect of caffeine on one's health will always be a question of debate. One great professor has said that coffee as a beverage properly prepared and rightly used augments mental and physical activity and may be regarded as the servant rather than the destroyer of civilization.

BRANDS CARRIED

Kaffee Hag, Sanka

COFFEE—SOLUBLE

WHAT IT IS—Soluble coffee or instant coffee is made from concentrated liquid coffee from which the water has been evaporated. The evaporating process results in minute brown crystals, resembling pulverized coffee, which are soluble in either hot or cold water. Soluble coffee varies in flavor with the quality of the coffee used and the methods employed in its preparation.

G. WASHINGTON'S COFFEE — Is the easier way of making delicious coffee and coffee flavored desserts, without coffee pot,

strainer, waste of time, effort or product. It is simply made without boiling or brewing. With all these added advantages G. Washington's Coffee is most economical. True, the can looks small, but it is all coffee and no grounds. A small tin of G. Washington's Coffee will make just as many cups of coffee as will a can of ordinary coffee ten times its size.

FEATURED BRAND

G. Washington's.

COFFEE SUBSTITUTES

NOT REAL COFFEE—There are today on the market many beverages which are used as substitutes for coffee but which, although many are brewed in the same manner as coffee, can not be classified as coffee because they are made purely from blends of cereal grains, dried fruits, etc.

CHICORY—Is the roasted leaf of a plant similar to the cabbage which is frequently used both as a substitute for coffee and as a blend with coffee.

FEATURED BRANDS

Battle Creek Minute Brew, Crosse & Blackwell Coffee Essence, W. H. Y. Cafe des Invalides, Chicory, Ficgo, Hollywood Cup, Instant Postum, Kneipp Malt Cereal, Postum, Urner's Breakfast Beverage.

M · J · B



The
Quality
Coffee
of
America



For
Discriminating
Coffee
Drinkers!

America's finest
Mocha and Java
blend, super-
vacuum-packed in
glass. Comes
fresh . . . and
stays fresh . . .
to the last spoon-
ful!

FRESHEST IN FLAVOR . . QUICKEST TO MAKE! . .



Make coffee right at
the table. That's
what you do with G.
Washington's. Just
add hot water to the
coffee crystals.

G. WASHINGTON
Coffee Refining Co.
Morris Plains, N.J.

COLORINGS

UNHARMFUL—During the past few years vast improvements have been made in the materials used to color foods. The use of harmful chemicals has been eliminated by law. Every tint desired can now be obtained in perfectly harmless extracts, approved by the government after painstaking

analysis and investigation.

FEATURED BRANDS

King's Pastes, Blue, Green, Orange, Red, Rose, Yellow.

Schilling's Liquid Green, Red, Violet, Yellow.

CONDIMENTS

ALLSPICE

WHAT IT IS—Allspice is the dried fruit of a small West Indian tree called the "Pimento." It is about the size of a small pea and looks like a whole black pepper. It derives its name from the fact that its flavor is similar to that of a mixture of cloves, cinnamon and nutmeg.

FEATURED BRAND

Schilling

CAPERS

CAPERS DEFINED—Capers are the flower buds of a bush which flourishes by the Mediterranean Sea. Buds which are about the size of small peas are dried and then preserved in vinegar. They are used as flavoring for meats and in making sauce.

VARIETIES CARRIED

*Small, medium and large bottles;
French in pts.*

CHILI POWDER

WHAT IT IS—*Chili Powder* is a very pungent spice made from ground chilis.

BRAND CARRIED

Eagle

CINNAMON

WHAT IT IS—Cinnamon is the bark of a small evergreen tree growing in Ceylon, Java, Brazil, Egypt and the West Indies. The bark is very thin and smooth and has a light brown color.

QUALITY TEST—The quality of cinnamon can be determined by mixing one part of it to ten parts of hot water, then dip a cube of sugar in the solution and place on the tongue. The flavor will then be clearly evident.

FEATURED BRAND

Schilling

CURRY POWDER

FROM THE FAR EAST—Curry Powder is a pungent seasoning which originally came from India. It consists of a mixture of black pepper, turmeric, cayenne, coriander

seed, ginger and a number of other ingredients.

FEATURED BRAND

Schilling

OTHER BRANDS

Crosse & Blackwell, James P. Smith.

CLOVES

WHAT THEY ARE—Cloves are the dried flower buds of the clove tree. When picked they are reddish in color but turn brown after being dried.

FEATURED BRAND

Schilling

GINGER

WHAT IT IS—Ginger is a spice ground from the root of the ginger plant which grows in China and a number of tropical countries. Whole ginger is sometimes coated with lime or whiting to improve its appearance. *Spice* ginger is not to be confused with *crystalized* ginger which is eaten as a confection.

FEATURED BRAND

Schilling

MUSTARD—DRY

WHAT IT IS—Dry mustard is the ground seed of the mustard plant.

VARIETIES—There are two varieties of mustard: the *White*, producing smooth, pale yellow seeds, and the *Black*, with seeds smaller, more irregular and dark brown on the outside, though also yellow inside.

FEATURED BRAND

Schilling, Colman's.

MUSTARD—PREPARED

WHAT IT IS—Prepared mustard is a paste composed of a mixture of ground mustard or mustard flour with salt, vinegar, and with or without spices or other condiments which do not simulate the color of yellow ground mustard. If a coloring is added, such as turmeric, it must be stated on the label.

DIFFERENCE IN PREPARED MUSTARD—

CONDIMENTS—(Cont.)

In making prepared Mustard many things must be considered. It is essential to secure first class seeds in order to avoid waste matter when the mustard is ground. To get the finest flavor both brown and yellow mustard seeds must be used—and in addition the mustard must be grown in the right kind of soil. Only a few countries produce fine quality seeds.

FEATURED BRANDS

Cresta Blanca, Heinz, Louit Freres French Moutarde Diaphane, Wilwin, Schilling's

OTHER BRANDS

Dusseldorf Imported (German), Dusseldorf German style, Guldens, French's Salad, Horseradish Mustard, German in steins.

NUTMEG AND MACE

WHAT IT IS—The nutmeg is the kernel of the fruit of a tropical tree native to Asia, South America and Africa. The pink or red flesh covering it is the almost equally popular spice known as mace. The whole fruit, about as large as a peach, and a yellowish-green color, is often preserved whole as a sweetmeat.

FEATURED BRAND

Schilling

PAPRIKA

WHAT IS IT—Paprika, which is the Hungarian word for "pepper", is obtained by grinding dried, ripe, red, sweet peppers of a mildly pungent flavor.

VARIETIES—Hungarian Paprika is paprika having the pungency and flavor characteristic of that grown in Hungary. *Spanish Paprika* is paprika having the characteristics of the milder paprika grown in Spain. *Rosen Paprika* is a high grade Hungarian paprika prepared by grinding selected pods of paprika.

FEATURED BRAND

Schilling

OTHER BRANDS

Korona Hungarian 1 and 2 oz.

PEPPERS

WHAT THEY ARE—Peppers, as they are ordinarily known, are the other half of the salt and pepper combination, but actually there are numerous varieties of this great family which are used as seasonings, aside from the ordinary black and white pepper. The great family is known as the "Capsicum" family.

BLACK PEPPER—Is the dried immature berry of a climbing shrub. The ground black pepper is obtained by grinding the entire berry, black coating and all.

FEATURED BRAND

Schilling, black, white, cayenne.

SEED

VARIETIES CARRIED

Anise, Caraway, Comina, Cardamon, Celery, Dill, Poppy, Mustard, Sesame

SPICES—GENERAL

MINT—Is the dried leaves of the spearmint plant, a very popular flavor.

WHITE PEPPER—Is obtained by grinding the mature black pepper berries after the outer black coating has been removed.

SCHILLING'S—Dill Seed, Marjoram, Parsley Spice, Sage, Savory, Thyme, Turmeric, Jap Chilis, Oregano, Pickling, Poppy Seed, Rosemary.

MISCELLANEOUS—Crosse & Blackwell's Dry Mint; Irish Moss.

POULTRY SEASONING

WHAT IT IS—Poultry seasoning is a preparation of spices and herbs ready mixed for use in stuffing fowls.

FEATURED BRANDS

Schilling; Bell's

SALT

FREE RUNNING SALT—Salt which is known as free running salt has about one per cent of magnesium carbonate added to it, which keeps it from absorbing moisture.

IODIZED SALT—Is salt which contains a minute quantity of iodine, reputed to be effective in the prevention of goiter.

FEATURED BRAND

Leslie Iodized, Leslie Shaker

OTHER BRANDS

Diamond Crystal Cooking, Shaker, Flake; Morton's Cooking, Shaker, Iodized; Cooking salt in 1½ lb. bags; Ice Cream Salt (bulk and 50 lb. bags) Dairy Salt; Sea Salt for bathing; Hollie's Vegetableized Sterling Salt, Nu-Vege-Sal.

SALTS—FLAVORED

WHAT THEY ARE—Flavored salts are ordinary table salts ground in a fine powder with such strongly flavored dried vegetables as onion, garlic and celery. These salts furnish the characteristic flavor of those vegetables, yet leave no trace of strong odor.

FEATURED BRAND

Schilling's Celery, Onion, Garlic.

DIAL FRANKLIN 6161

• • and save yourself many steps

CONFECTIONS



*A Gift of Hamilton's
Chocolates is indeed
a sweet Remembrance*

Made in our sunlight kitchens, as only our skilled candymakers can blend the choicest ingredients to produce those mouth-melting tasties to tantalize the palate of the sweet-tooth. There are three varieties of Hamilton's chocolates and confections, "Finest," "Pandora" and "Country Club." In addition, there are many unusual and delightful special creations from our candy kitchens. All are listed below.

Hamilton's Victoria Chocolates, Rum Flavored, 1 lb. box, 60c.

Best Chocolates and Confections in 1, 2, 3 and 5 lb. boxes and bulk.

Finest rich milled fondant chocolate coating—utmost perfection in centers—combined with fresh country cream and butter and choicest nuts and fruits; prepared by skilled labor to make Hamilton's "Best" the most satisfactory and delectable of sweets.

Chocolate covered almonds, walnuts; cocoanut preserve; pecans, cherries, almond butterscotch; pineapple; pecan dates; ginger, etc.

Confections include almondettes, superb gems.

"Country Club" Chocolates and Confections in 1, 2, 3 and 5 lb. boxes and bulk.

Popular and delicious. Country Club chocolate coating—cream, nougat, caramel centers.

Assorted Country Club confections include Turkish Paste, Peanut Nibbles, Nougat Chews.

Special Creations: Full Cream Caramels (assorted), Bittersweet Chocolates, Bon Voyage Mints, Bridge Receptions, Chocolate covered Mints, Cream Wafers, Fairy Wafers, Old Fashioned Chocolate Drops, Peanut Clusters, Cocoanettes, Pralines.



When

- - you are a week-end guest, take a box of Hamilton's' Chocolates to your hostess, . . . she will be doubly pleased, by your thoughtfulness and by the deliciousness of these marvelous confections.

In 1, 2, 3 or 5
pound boxes.

HAMILTON'S CHOCOLATES
60c and \$1, the pound.

OTHER CONFECTIONS

BUNTE'S CANDIES

Assorted Diana, Diana Mints, Fruit Tablets, Nut Butter Cups, Opera Sticks. Rarebits, Caramel Suckers.

COUGH DROPS

Bunte's, Hoarhound, Imperial Cinnamon Drops, Licorice Drops.

FRUITS—Candied and Glace

Assorted Glace Fruits in 1, 2, 3 and 5 lb. boxes. Glace Cherries and Pineapple in bulk, Glace Ginger in packages, Angelique.

GUM

Gold Tips, Beeman's, Beechnut, Dentine, Peptyne, P. K.'s, Wrigley's.

MARSHMALLOWS

Bulk: Gimbal's in 1 and 1/2 lb. tins.

MINTS

Gimbal's Banquet Mints, Gimbal's Bridge Mixture; Gimbal's Cream Rose and Mint Leaves; Card Party Peppermints; Life Savers (all flavors) in packages; After Dinner Lime; Merroemints from England; Regal; U All No, small and large packages; Tiny Mints.

SALTED NUTS

Pecans, Cashews, Almonds and Peanuts.

MISCELLANEOUS CANDIES

Aplets, Assorted Hard Mix (jars), Opera Sticks, Butterscotch Lilly Pops, Jack Straws, Assorted Jelly Strings, Riley's Rum and Butter Toffee, Peppermint Lozenges.

MISCELLANEOUS BULK CANDIES

Assorted Cream Wafers, Sipper Sticks, Assorted Fancy Chews, Bridge & Reception Wafers, Butterscotch Wafers, Cake Candy, Caramels (nuts, chocolate, vanilla), Chocolate Fudge, Chocolate Spray Cake Candy, Choice Crystal Bon Bons, Cream Bon Bons (fruits and nuts), Decorettes Cake Candy, Divinity, Gimbal's Banquet Jelly, Gimbal's Pure Fruit Turkish Paste, Gimbal's Hershey Kisses, Honor Bridge Mixture, Jack Straws, Jelly Strings and Drops, Jujubes, Lemon Drops, Sticks (Lemon, Mint, Cinnamon, Clove, Lime), Pontefrat's Licorice Wafers, Magnolias, Fudge (maple, vanilla, chocolate), Maple Sugar Cakes, Nonpareil Seed, Nut Caramels (vanilla, chocolate), Peanut Brittle, Brazil, Cashew and Pecan Brittle, Pecan Wafers, Peppermint Wafers (chocolate), Peppermint Kisses, Rock Candy, Stuffed Dates, Butterscotch Suckers, Sunbeam Kisses (assorted and Mint), Vanilla Cream Fudge, Victoria Brittle, Walnut Patties.

MISCELLANEOUS PACKAGE CANDIES

Chocolate Cigarettes, "I'm Scotch" (novelty butterscotch book), "Scottie" (not a dog story) by Reed, Small Blacks, Droste Pastilles, Chocolate Yeast.

PACKAGE CHOCOLATES

Baker's Tablets, Hershey's, Nestle's plain and nut, Peters'.

YOU WILL ENJOY SERVING

Gimbal's FAMOUS CANDIES

Creamy Mints - Real Fruit Jellies
Possess Unique Individuality

HOME MADE CANDIES!

Made of Finest
and Purest of
Materials

E. L. KRUSE

Manufacturer for
Hamiltons

Order a Pound Today

DO YOU RECEIVE YOUR COPY
of
HAMILTONS
WEEKLY
BULLETIN?

It lists our specials for the week
as well as many suggestions
which will help you with your
menu problems

◆
*We would be glad to
add your name to our
mailing list*

DELICATESSAN

The viands of many states and foreign climes are to be found on the spotless white counters of this most popular department — "Your Downtown Kitchen." Pork sausages rushed by express from Wisconsin; fish delicacies from Gloucester and Pacific waters; crisp potato chips; pickles from Pittsburgh; cheeses, mellow and racy, from foreign lands. Most appealing of all are the wonderful "home made" salads, food specialties and delicious box lunches prepared by Hamiltons own chefs.

Hamiltons Box Lunches are delightfully appetizing and tasty, containing delicious sandwiches, beverages, salads, relishes, fruits and desserts.

Hamiltons salads are deliciously unique.

Hamiltons ready-prepared food specialties, which cost less than if you made them yourself and are doubly tasty, will save you much work in the kitchen.

Hot coffee in thermos bottles; ice cream packed in dry ice—these are but a few of the foods Hamiltons prepares for you to take out.

There are delightful specials for everyday of the week. You can have practically any *entree* made to order.

These foods are prepared in our spotlessly clean kitchens by trained chefs and are as tasty as culinary skill can make them. They are guaranteed to contain only the best of ingredients—the same as you would use in your own home.

PREPARED FOODS FROM HAMILTONS KITCHEN

These foods are prepared in our spotless clean kitchen by trained women chefs and are as tasty as culinary skill can make them. They are guaranteed to contain only the best of ingredients—the same as you would use in your own home.

Daily Foods—

(Ready for morning delivery)

Beef Tamales; Beets, pickled; Bell Peppers, stuffed; Boston Baked Beans; Chili Sauce; Coffee, prepared, see page 22; Cold Slaw; Corn Beef Hash; Lima Bean Combination; Macaroni Salad; Meat Pasties; Potato Salad; Shrimp Salad; Waldorf Salad.

Special Orders—

(Any item below will be prepared on one day's notice)

Chicken a la King; Chicken, roasted; Cheese Balls; Choc. Pudding; Cornmeal Mush; Creams, Spanish; Devilled Eggs; Escalloped Tomatoes; Kidney Beans cooked with Ham; Noodles cooked with Ham; Orange Custard; Philadelphia Scrapple; Salads: Chicken, Crabmeat, Creole, Fruit, Lobster; Tuna; Spanish Rice; String Beans cooked with Ham; Sweet Potatoes, glaze.

Monday—

Creamed Carrots and Peas; Kidney Beans Salad; Raw Vegetable Salad.

Tuesday—

Beef Pies; Carrot and Pea Salad; Club and Ham Salad; Lima Beans and Ham; Rice Custard; Spinach, fresh.

Wednesday—

Carrot and Apple Salad; Carrots, glazed; Chicken Pies; Onions, creamed; Raw Vegetable Salad; Scrapple; Tapioca Pineapple Cream.

Thursday—

Baked Custard; Carrot and Pea Salad; Hawaiian Salad; Pork Pies; Spanish Beans; Weenies and Sauer Kraut.

Friday—

Codfish Cakes; Creamed Carrots and Peas; Halibut, fried; Hamiltons Special Salad; Raw Vegetable Combination; Zucchini squash.

Saturday—

Baked Custard; Carrot and Pea Salad; Chicken Pies; Corn Saute; Chicken, Halves Fried; Hamiltons Fruit Salad; Scrapple; Spinach, fresh.

DESSERT POWDERS

GELATINE

WHAT IT IS — The basis of almost all dessert powders is gelatine, which, contrary to a popular fantastic belief, is not made from horses' hoofs, but is made from the sinews, connective tissues, and fresh bones of the steer by carefully regulated processes of liming, washing, extracting with hot water, filtering and drying. In making dessert powders, the gelatine is usually mixed with sugar, tartaric acid, fruit flavor and artificial coloring.

NUTRITIONAL VALUE — Gelatine is a most wholesome food, having a protein content of 89 per cent. It also contains most of the amino acids, which makes it a very acceptable complement to vegetables and cereals that are lacking in this essential. For this reason you will constantly find gelatine being served in the sick-room.

BRANDS CARRIED

Cox, Knox acidulated, sparkling.

GELATINE—PREPARED

FEATURED BRAND

Battle Creek Vegetable, Royal Fruit Gelatine (assorted flavors).

OTHER BRANDS

Sea Moss Farine; Rich's Port Wine Jelly, Custard Powder, D'Zerta, Jello (assorted flavors), Bird's Dessert Powder, Mint Jell-A-Teen.

Jell Well (assorted flavors), Jiffy Lou choc. and vanilla.

ICE CREAM POWDERS

Ice Cream Pudding; E-Zee-Freeze (Chocolate and Vanilla).

JUNKET

VARIETIES CARRIED

Junket Tablets, Junket Powder (assorted flavors).

EGGS

Fresh Eggs

Often you hear people say, "an egg is an egg," but this is an erroneous statement. Most people know that there are storage eggs sold, but few know that the larger part of the eggs sold during September to December are either plain cold storage or processed cold storage eggs. Some so-called fresh eggs during the very hot season, if held over a period of ten days or two weeks, will show a greater deterioration than the processed cold storage eggs stored in March.

The hen does not always lay a perfect egg. Sometimes the egg is unfit for consumption and human food even when freshly laid. Eggs are a perishable article and if not properly taken care of by the producer will surely show it in quality. The shell being porous, the white will evaporate and the yolk will fall flat when the egg hits the hot frying pan. On account of its porous shell the egg will also absorb odors of other things that are placed nearby.

The State of California has wisely passed a law that all eggs must be candled, that is, tested under the light. The inspector doing the candling is an expert in his line and he will grade out all eggs that are unfit for use. Also, all eggs that are dirty and shrunken are sold as a lower grade on the market.

A Test for Fresh Eggs

Put an egg in a pan of cold water; if it lies on its side it is strictly fresh; if it stands at an angle it is three or four days old; if it stands on end it is more than ten days old and if it floats on the top it is unfit for use.

Hamiltons handles Fresh Eggs Exclusively.

EXTRACTS

MISCELLANEOUS

WARNING — Examine the package containing extracts if you would determine whether or not the extract is genuine. Governmental law compels this information to be printed on every container.

FEATURED BRANDS

KING'S—Almond, Anise, Banana, Black Walnut, Brandy, Celery, Cherry, Cinnamon, Coffee, Garlic, Lemon, Maple, Mint, Nutmeg, Onion, Orange, Peach, Peppermint, Pineapple, Pistachio, Raspberry, Rose, Rum, Sherry, Spearmint, Strawberry, Vanilla, Violet, Wintergreen.

SCHILLING'S—Almond, Lemon, Orange.

OTHER BRANDS

Mapleine—Crescent.

Rennet—W'yeth's Liquid.


VANILLA

WHAT IT IS — Vanilla, perhaps one of the most important extracts, is made from the dried pods of the tropical vanilla plant. Extracts improve with age, and so it is that the best vanilla is that which is aged.

QUALITY TEST — Pour a few drops of the vanilla to be tested into a half glass

Schilling

PURE *Vanilla*



*Will not bake out or
freeze out because it's
genuine—not imitation.*

of milk. Good vanilla will impart a delicate, delightful flavor to the milk, while poor quality vanilla will give it a sort of medicinal taste.

A few drops of vanilla in milk will improve the flavor so much that even children averse to drinking milk will love it.

FEATURED BRANDS

King's, Schilling's.

OTHER BRAND

Burnett's.



KING'S

Delicious Flavoring Extracts

PURE AND RICH

THE GREAT CHEF VICTOR SAID:

"I have been using King's Vanilla
in my pastry work and find it very
satisfactory."

FARINACEOUS

BARLEY

GRADING—Barley is graded in size from Fancy No. 0000, the finest, to Common No. 4, the coarsest. The grades are: Fancy 0000, Fancy 000, Fancy 00, Fancy 0, Common 1, Common 2, Common 3, Common 4.

FEATURED BRANDS

Farwell & Rhines Barley Crystals, Gold Label Pearl in Cellophane.

OTHER BRANDS

Robinson's Patent, Pearl

BRAN PRODUCTS

WHAT IT IS—Bran is part of the husk or coat of wheat or other grain obtained in the process of flour making.

BRANDS CARRIED

Kellogg's All Bran Biscuit, Bran, Pep; Pillsbury; Post's Bran Flakes; Sanitarium Vita Bits.

CORN PRODUCTS

FEATURED BRAND

Alber's Yellow and White Cornmeal

OTHER BRANDS

Kellogg's Corn Flakes, Post Toasties

FARINA

BRAND CARRIED

Quaker.

HOMINY

FEATURED BRAND

Albers

MISCELLANEOUS CEREALS

BRANDS CARRIED

Grape Nuts, Grape Nut Flakes, Quaker Crackles, Puffles, Lentils in cellophane, Ralston Cereal.

OATS AND GROATS

FEATURED BRAND

H. O. Regular and quick.

OTHER BRANDS

Quaker; Steel Cut; Crosse & Blackwell's Imported Scotch, in tins, Morton's Scotch Oatmeal.

RICE

VARIETIES—There are four varieties of rice: *Head*, or *Honduras*; *Japan Style*, *Blue Rose* and *Wild Rice*. *Honduras* style is a long slender bean, the *Japan* is a round bean, while the *Blue Rose* is a sort of medium between the two. *Japan* style rice is



GENUINE GLUTEN FLOUR

GENUINE CRESCO FLOUR

GENUINE WHOLE WHEAT FLOUR

GENUINE GRAHAM FLOUR

COOKS BEST

The SUPERIOR Bread Flour PANSY The DE LUXE Pastry Flour

WHOLE WHEAT PANCAKE FLOUR (Self-Rising)

QUICK CAKE AND WAFFLE FLOUR (Self-Rising)

CRESCO GRITS BREAKFAST CEREAL

BARLEY CRYSTAL BREAKFAST CEREAL

WHOLE WHEAT BREAKFAST CEREAL

WHITE WHEAT TABLE BRAN

Manufactured Exclusively By

THE FARWELL & RHINES CO.

Watertown, N. Y., U. S. A.

FARINACEOUS—(Cont.)

seldom found in grocery stores. Blue Rose rice is a popular seller on account of its lower price due to the fact that this variety yields more bushels per acre.

FEATURED BRANDS

Heinz Rice Flakes, M.J.B., 1 lb. pkg.

OTHER BRANDS

Comet Natural, Fancy Head (bulk), Wild Rice (pkgs.); Kellogg's Rice Krispies, Puffed Rice, cream of Rice.

WHEAT CEREAL

THE HEALTH FOOD SUPREME—No other natural food, with the possible exception of milk, can so fully supply the nutrition need of the human body as wheat—particularly California's white Sonora Wheat. Experts on nutrition have definitely shown why this grain is so fine for young and old—and in-between.

DINA-MITE FOR HEALTH—Dina-Mite cereal is well named, for it acts quickly and thoroughly, an absolute foe to sluggishness. It is a natural food and gets results in a natural way.

The manufacturers of Dina-Mite are flooded with letters from grateful people who have become regular and healthy thru its use.

FEATURED BRANDS

Dina-Mite, Heinz W'heat Cereal, Carnation, Albers Cracked W'heat.

OTHER BRANDS

Cerol Baby Food, Sperry W'heat Hearts, Cream of W'heat, Kellogg's W'hole W'heat Biscuits, Krumbles, Malto Meal, Maltex, Pearls of W'heat, Pep, Pettijohn Bkfst Food, Roman Meal, Shredded W'heat Biscuit, Puffed W'heat, Triscuit, W'heaties, W'heatworth, W'heatena, W'hole W'heat Nuggets, Baby Ralston, Pops.

DINA-MITE

The Cereal with Pep

Keeps You Internally Fit

TEMPTINGLY TASTY
TOO

HEINZ
RICE FLAKES

One Of The

57

Varieties



Have an extra "it"
That makes you want more

Heinz Rice Flakes are not only the crispest, crunchiest flakes that ever went into a dish . . . but they have an extra something that makes you want them time after time.

That extra "it" is pure cereal-cellulose . . . a remarkably safe, gentle, laxative ingredient that is added to Heinz Rice Flakes.

And what's more, Heinz are the only Rice Flakes that have this essential laxative quality. That's why, once you discover Heinz Rice Flakes, no other kind will satisfy.

Write for a free copy of the booklet of Baked Beans recipes and menus "Thrifty new Tips on a Grand Old Favorite".

FAT PRODUCTS

BUTTER

CONTENT — The official Government formula for butter requires that butter shall contain not less than 82.5 per cent milk fat; the balance of it can be used for moisture and salt.

The butter put up in Hamiltons carton is made from sweet cream—cream just as sweet as you use in your coffee—and each churning that this butter is cut from is graded by U. S. Government officials and scores 93 or better. It is only possible to make a 93 score butter from sweet cream. Butter made from sour cream normally will not score over 92 to 90.

The government has set up a scale of points for their own government man's guidance in grading butter. This scale of points is as follows:

FLAVOR—45 **BODY** or **TEXTURE**—25
COLOR—15 **SALT**—10 **PACKAGE**—5
(This makes total of 100% perfect butter)

Commercially there is not any such thing as 100% perfect butter. Under Flavor, the government seldom give over 38 for flavor on 93 score butter and 37 on flavor for 92 score.

In testing for Flavor, the butter tryer is used. The butter is tasted and if it does not leave a perfectly clean taste in the mouth after entirely melting, also a perfectly clean butter odor, it would be scored below 37. The grader then observes the Texture or Body of the butter on his tryer by pressing. If it shows a cloudy brine, he might cut off one-half point for that. The brine should be perfectly clear of any cloudiness. On the color it should be a straw color which is received in our markets the better part of the year. In the early spring months when the stock get nothing but green grass, the color runs higher. In the winter months when the cows are getting more dry hay, the butter will run lighter in color. In these winter months, the dry feed causes a change in Texture or Body, making a tendency toward a crumbly butter.

In the matter of Salt, practically all butter is now salted $2\frac{1}{2}$ to 3% and no more. If there was more, the butter would likely be gritty and they might take off a point for that. All butter supplied Hamiltons and their Hamilton brand is made from cream obtained in tubercular free territory.

So, through the government grading and the tubercular free territory, we have Hamiltons brand of butter which is the very

finest butter that can be obtained commercially. Sweet cream butter will keep under refrigeration longer than butter made in any other way.

To soften the butter so that it will spread easily, turn a heating pan or bowl over the butter dish for a few moments.

FEATURED BRAND

Hamilton's Butter.

BUTTER SUBSTITUTES

BRAND CARRIED

Lister's Golden Spread.

LARD

WHAT IT IS—Lard is hog's fat separated from the tissue by boiling or rendering. The residue is known as lard stearin.

QUALITY TEST — Pure lard should be white, of the consistency of ointment, and free from any disagreeable taste or smell.

BRAND CARRIED

Swift's Silver Leaf Lard.

LARD SUBSTITUTES

WHAT THEY ARE—There are many substitutes for lard, known as vegetable shortening. Most of these shortenings are made wholly or partly from cotton seed oil which has been solidified by bubbling hydrogen gas through it. Some of these shortenings are made from a compound of pure lard and cotton seed oil.

BRANDS CARRIED

Crisco, Formay, Snowdrift.

OLEOMARGARINE

WHAT IT IS—Oleomargarine is a substitute for butter made from beef oleo oil, lard, vegetable oil (cottonseed oil), milk and salt. Nut margarine, a variation of oleomargarine, is made of hard fats, most of which are derived from the coconut, soft fats such as peanut oil, cottonseed oil, corn oil, etc., milk and salt. Some high grade oleomargarines contain a certain percentage of natural butter.

BEST FOODS NUCOA: Made of highly refined vegetable oils and double-pasteurized milk. The package carries the seals of approval of the American Medical Association and Good Housekeeping Institute. Tripple wrapped which protects each pound from absorption of foreign odors. This is a real point to make in comparison with the cheap, poorly flavored margerines.

FEATURED BRAND

Nucoa.



HAMILTONS FOUNTAIN

Where all smart San Diegans meet
for breakfast, luncheon and tea.

AT BREAKFAST TIME—they come for Hamiltons fragrant Balcony Blend coffee with coffee-cakes or rolls, made in our own Bakery, or for cakes-and-bacon, or toast-and-jelly. They enjoy the quiet comfort, the daily morning papers, which we provide, to say nothing of the excellent food that starts the day off right.

AT LUNCHEON TIME — friends greet friends at Hamiltons, where they meet to enjoy the excellent salads (we serve these now in half portions)—the plate luncheons complete in themselves—the delicious sandwiches served with a salad portion—and the tempting cakes and pastries made fresh daily.

AFTER THE MATINEE—all paths lead to Hamiltons for a luscious Jumbo Soda, known for their richness, for the extra cream we add, for the fresh flavors—one of our specialties is the chocolate-mint soda, famous in San Diego. Each week we present a new "idea" in a sundae, soda or frosted drink.

AT TEA TIME—you'll find most the smart set of San Diego enjoying English Muffins and Tea, or our delicious Jenny Lind Cakes, (like French Pancakes) stripped with bacon — or one of our many speciality dishes made in our own kitchens and found only at Hamiltons.

*Remember, You May Enjoy Your
Charge Account Privileges at the
Fountain.*

●

POINT LOMA



*A name synonymous
with quality in - - -*
CANNED FOODS

San Diego housewives have always recognized Point Loma Brand as the very best obtainable.

Choose from 190 varieties of Canned Fruits, Vegetables and Sea Foods—each quality guaranteed by Hamiltons and San Diego's largest wholesale grocery house.

Klauber-Wangenheim
Company

San Diego
California



**POINT TO POINT
LOMA FOR QUALITY**

FISH

ANCHOVIES

WHAT THEY ARE — The anchovy is a small fish of fine flavor, a member of the herring tribe closely resembling the sprat and sardine. It is found in several European waters, but is most abundant in the Mediterranean.

Anchovies which are lightly salted are used principally as an hors d'oeuvre. Anchovy paste is also convenient. They are usually packed fillet style or with some other food such as butter, capers, truffles, etc., to impart a delicious flavor.

FEATURED BRAND

Rivoli fillet of anchovies; flat anchovies, 2 oz. tin; rolled anchovies, 2 oz. tin; 3 1/8 oz. glass; flat fillet; coiled with pimentos; silver skin; silver skin with capers and pimentos; half flat coiled; plain and coiled with pimentos; quartet assorted; rolled with pignolas.

Rafco Paste; Crosse and Blackwell Paste.

BLOATERS

WHAT THEY ARE—The word "BLOATER" has two meanings; it refers (1) to large, fat mackerel, and (2) to large, fat smoked herring. They are slightly salted and still more slightly smoked.

FEATURED BRAND

Crosse & Blackwell Bloaters and Bloaters Paste, Escoffier Bloaters Paste.

OTHER BRANDS

Bloaters Paste and Butter.

BOMBAY DUCK

WHAT IT IS—Bombay Duck, also known as bummalo fish, is a small fish imported from India.

CAVIAR

WHAT IT IS—Caviar is the salted roe or eggs of various large fish of the sturgeon family. Its use is principally as an appetizer and table delicacy. Nearly all caviar comes from the Caspian Sea in Russia. It is highly salted, usually containing about 10 per cent salt. It is also sold in paste form and in dried, pressed form.

VARIETIES — The finest quality caviar comes from the Beluga or "Great White Sturgeon," the largest of all the sturgeons.

Caviar is sold both fresh and in glass and tins. The sizes of the eggs vary from very small to the size of peas. The color is generally black, but it also comes in shades of yellow, grey, dark green and brown.

FEATURED BRANDS

Romanoff, Yellow (Russian); Volga White

Egg, Fresh, Yellow Orloff in 1 oz., 2 oz., 4 oz. glasses and 1 1/2 oz., 3 oz. tins; Rafco Sandwich.

RAFCO

Genuine Russian Imported
Whole Grain

CAVIAR

CLAMS

WHAT THEY ARE — The clam is the most common American shellfish. Not only is it eaten as a sea food, but also as a delicious bouillon and chowder, data on which, please see soups.

FEATURED BRAND

Point Loma Minced, Whole, Juice; B. & M. Whole, Bouillon, Chowder; Heinz Clam Chowder.

OTHER BRANDS

Doxsee Little Neck Juice and Broth; Pioneer Minced; Underwood Bouillon, Broth, Chowder; Warrenton Minced; "Allite" Clam Nectar in glass (2 sizes); Clam Chowder and Whole Clams.

CODFISH

WHAT IT IS—Codfish is one of the most widely eaten of salt water fishes. The principal source of cod are the fishing banks of New England and Newfoundland, where the fish are caught by the thousands.

BRANDS CARRIED

Beardsley Shredded, Eastern Middles, Neptune, Underwood's Simplify, Kippered, Imported Codfish Cakes.

CRAB MEAT

WHAT IT IS — Crab meat, the flesh of the crab, a crustacean, is one of the most popular of all sea foods.

BRAND CARRIED

Namco tins and in glass.

FINNAN HADDIE

WHAT IT IS—Finnan Haddie is the popular name for smoked haddock and is a very delicious breakfast dish. Its name is a corruption from the words "Findon Haddock," the village of Findon in Scotland being the place where it was originally prepared in this manner.

FEATURED BRAND

Crosse & Blackwell, Morton's Smoked

FISH—(Cont.)

HERRING

WHAT IT IS—A small, widely eaten fish, most popularly consumed here in a prepared state.

FEATURED BRAND

Crosse & Blackwell Kipperd

OTHER BRANDS

Bismark, Holland, Norwegian, Roll Mopse in glass, Smoked (bulk), Shad Roe, Morton's Kipperd plain and in tomato, Morton's Caller Herring.

LOBSTER

WHAT IT IS — The lobster is a fish of the crab species having very choice edible meat. It is served both fresh and canned and as a paste, for data on which see "fish pastes."

FEATURED BRAND

Rivoli.

OTHER BRANDS

Fresh Lobster, Princess, 2 sizes, Sea Crest.

MACKEREL

WHAT IT IS — The Mackerel is one of the most common of fresh fishes to be found on the Pacific Coast and is consumed in large quantities here. It is also brought here canned and salted in barrels from the Eastern coast of Norway.

VARIETIES CARRIED

Norwegian Salt, Norwegian Roe, Filet of Mackerel.

MISCELLANEOUS FISH

FEATURED BRAND

Rivoli Antipasto de Luxe, Rivoli Antipasto in glass, Escoffier Fish Pastes in Jars; Escoffier Cocktail Savoury, B. and M. Fish Flakes

OTHER BRANDS

Abalone Steaks; Antipasto Fancy ReUmberto Italian in glass; French Hors d'Oeuvre; Norwegian Fish Balls in Bouillon; Potted Crab; Sardellen Butter in tubes; Filet de Thon.

A San Diego Product
MATINEE
 BRAND
TUNA

Packed in the newest sanitary method
 — aluminum containers

From the finest Tuna of the Pacific
 Waters — Deliciously good in
 salads or entrees

OYSTERS

VARIETIES — Some of the best known varieties of oysters are *Blue Points, Rockaways, Lynnbavens, Saddle Rocks, Cotuits, Cape Cods, Buzzard Bays*, etc. However, these titles as referring to places where the oysters are caught have, in many ways, lost their significance by trade misuse.

FEATURED BRANDS—TINS

Point Loma, Willa point.

OTHER BRANDS—TINS

Club House.

VARIETIES—FRESH

N. Y. Counts, Oysters in Bulk

SALMON

GRADES—There are five principal grades of salmon: 1. *Chinook or King*; 2. *Sockeye or Red*; 3. *Coho*, medium red or silver; 4. *Pink* 5. *Chum*. These are listed in the respective order of their quality. The *Chinook* salmon, considered the best eating salmon has a fine texture, deep pink color, excellent flavor and rich oil. Upon slight pressure its meat breaks into layers. The *Sockeye* salmon, which is the variety most generally consumed, has a golden red, firm flesh and rich oil. The Alaska red salmon is not quite so rich in flavor and oil. The flavor of the *Coho* salmon is somewhat like the *Sockeye* but it lacks the color and oil, has a good flavor and a fair texture. *Pink* salmon has a good flavor but little or no oil. Its flesh is somewhat soft and has a light pink or brownish color. The cheapest or lowest salmon is the *Chum* which has a peculiar flavor for which a taste must be acquired.

WARNING—Always look on the can to see which kind of salmon you are buying as the Government requires the same to be printed on the container. The inferior of salmon are positively just as palatable and nutritious as the better grade, lacking, however, the fine flavor and appearance which mark the *Chinook, Sockeye and Coho* grades. The quality of *Chinook* salmon often varies in that the season of canning and location where the fish are caught will greatly determine its flavor, hence as all *Chinook* salmon is merely labeled by that name and no other information as to when or where it was packed is given, the only way to discern the finest *Chinook* salmon is by the brand name.

FEATURED BRAND

Point Loma Sockeye.

OTHER BRANDS

Pink, Silver Gate Red Alaska, Bellies, Kipperd, Steaks, Columbia River Chinooks,

FISH—(Cont.)

Salmon Paste and Butter, Libby's, Pay Day, 4-oz. Smoked Sliced in bulk; Au Gourmet Salmon Steaks.

SARDINES

WHAT THEY ARE — The sardine is a small fish which has a delicious flavor. Many sardines are packed in France and Norway, but there are a great number of domestic sardines on the market. European sardines differ from the domestic partly because of the fish itself and also because of the style of packing.

FISH PACKED for SARDINES—According to a definition by the Bureau of Commerce, any small fish of the *Herring* family properly prepared can be called "sardines." In Europe the *Pilchard*, *Sprat* and *Brisling* are canned as sardines. In California, a species of the *Pilchard*, known as the *Pacific Sardine*, is canned, and in Maine the young *Herring*.

DIFFERENCES IN PACK—Most European sardines are packed in olive oil. The Norwegian sardines are lightly smoked and are so described on the labels. Some of the French and Portuguese sardines are boneless, others are skinless and boneless, while a few come packed in tomato sauce and other condiments.

A small quantity of the sardines packed on the coast of Maine and on the coast of California are packed in pure olive oil. Most of the sardines of Maine, however, are packed in cottonseed oil, in mustard dressing or in tomato sauce. The majority of the California sardines are packed in one-pound oval cans with tomato sauce.

FEATURED BRANDS

Le Marchand in Butter, French; New Rivoli skinless and boneless; Rivoli (Port.) boneless in oil.

OTHER BRANDS

Brisling, Norwegian, King Oscar, Sardine Paste and Butter, King George, Amo, Gold Bay, Old King, Fish King, Trocadero, Admiration Portugal Sardines, Kipper Snacks, Crosse & Blackwell, C. & B. Sardine Paste.

SHRIMPS

WHAT THEY ARE — Shrimps are small shell crustaceans somewhat allied to the lobster, eating as appetizers and cocktails.

FEATURED BRANDS

Point Loma in Brine, in glass.

OTHER BRANDS

Crosse & Blackwell Potted; Dunbar; Shrimp Paste and Butter; Fresh Shrimp; Crupoo Chips.

TUNA

VARIETIES—There are four varieties of tuna, occasionally known as tunny fish: 1. The Albacore (white meat tuna) which has been practically extinct along the coast of California for the past seven years. Practically the only white meat available is caught and packed in Japan or caught in Japan and shipped to this country solid. 2. The Yellow Fin tuna, which varies in color is by far the most popular grade sold in the United States. 3. Blue Fin tuna, a brownish pink in color, and a softer fish than either the Yellow Fin or Albacore. 4. Striped tuna, formerly known as Skipjack, similar in color to Blue Fin, but having a more gamey flavor. Only the Albacore tuna may be labeled "White Meat," the other grades may be labeled "Light Meat," or simply "Tuna."

HOW PACKED—Unlike most other canned fish, tuna is pre-cooked and then has all of the bones and skin removed before packing. It is almost always packed in cottonseed oil which gives it the most desirable flavor for the American trade. Tuna is packed to some extent in olive oil, but principally for the Italian trade.

TU-NOODLES—A new product which is a combination of the finest grade of tuna and the finest manufactured noodles to which is added a piquant sauce which gives a delicious flavor.

FEATURED BRANDS

Breast O'Chicken Light Meat; Breast-O-Chicken Tu-Noodles; Matinee Tuna in Aluminum; Point Loma.



FLOUR

What is Patent Flour?

The term "Patent Flour," which we hear so often used and more often misused, formerly applied to flour made from the best of the wheat, purified middlings only. It came into purpose at the time when the middlings purifier was first adopted, the millers by use of these machines being able to make an almost complete separation and turn out a far cleaner and whiter flour for which there was a great demand. Flour made from middlings which passed through the purifier was called "Patent Flour." Later on, some millers included other flours which really did not pass through the purifier and as a consequence the word "Patent" as applied to grade means practically nothing today, although people still figure that "Patent" flour is something better than just flour.

BUCKWHEAT FLOUR

WHAT IT IS—Buckwheat flour is a dark flour made from buckwheat, a hardy grain. Unmixed, it has a rather bitter flavor, but this is generally modified by mixing with wheat "middlings," the combination making dough which is lighter and sweeter, and pancakes which brown more rapidly on the griddle.

FEATURED BRAND

Bowles Bros.

OTHER BRANDS

Aunt Jemima, Pure Eastern.

CAKE FLOUR

VARIETIES—There are two kinds of cake flour which are frequently confused and which the housewife should be careful to select as there is quite a difference between the two. *Ordinary Cake Flour* consists of finely milled soft, spring wheat flour. It is similar to the ordinary pastry flour which comes in sacks, though is usually sifted or "bolted" many more times, making it exceptionally light and fluffy.

PREPARED CAKE FLOUR—Consists of ordinary cake flour to which baking powder, or other leavening agents, and salt have been added.

PHILLIPS ALREADY FLOUR—Three fourths of the baking failures found in homes are caused by improper measurements. Of this, one half may be attributed to incorrect proportions of baking powder.

The Phillips Milling Company has eliminated this danger for you by adding the best type of baking powder to the most suitable flour by **WEIGHT**. It is "ALREADY" for use. A pure wheat flour with self-rising ingredients added.

This is the most accurate method of measuring. A proportion has been reached in Phillips Already Flour that assures you of success no matter how hurriedly you stir the batter or how many interruptions you have before the mixing is completed.

FEATURED BRAND

Phillips.

OTHER BRANDS

Gold Medal, Kako, Swansdown, Softasilk, Kisky.

GRAHAM FLOUR

WHAT IT IS—Graham flour is made from the whole grain of wheat, coarsely ground, with nothing removed. It derives its name from a physician, Dr. Sylvester Graham, who prescribed a bread made from



Flapjacks are so easy to prepare. Just add milk, pour onto a hot griddle and our famous "hot cakes of the west" are ready in a jiffy.

GLOBE
"A1"
FLOUR

... for Every
Baking Purpose!



Milled by San Diegians in San Diego

FLOUR—(Cont.)

coarsely ground all-wheat as a relief for constipation.

FEATURED BRANDS

Albers (pkgs.): Globe.

MISCELLANEOUS

Phillips Rice Flour

Sapco Potato Flour

WHOLE WHEAT FLOUR

WHAT IT IS — Whole Wheat, as the name implies, is flour made from all of the wheat.

FEATURED BRAND

Globe A1.

OTHER BRANDS

Cracked, Sperry Graham, 100% W'heatsworth Self-rising, Meads Cereal.

WHITE FLOUR

GLOBE "A1" FLOUR is a fine flour suitable for every baking purpose because it is a scientific blend of soft and hard wheats milled and silk-sifted to uniform granulation. To assure perfect baking results, Globe "A1" Flour is "double-tested" first in Globe Mills' Laboratories, then in the Globe Mills' Kitchen under actual home-baking conditions.

FEATURED BRAND

Globe A1.

OTHER BRANDS

Gold Medal, Pillsbury, Drifted Snow.

PANCAKE FLOUR

WHAT IT IS—Pancake flour as sold in the prepared form contains all the necessary ingredients—sugar, salt, phosphate, soda and powdered skim milk—and just needs the addition of milk or water for making a batter.

ALBERS FLAPJACK FLOUR has been a favorite in Western homes for over a quarter of a century. This scientifically blended pancake flour contains Wheat, Buckwheat, Rye and Rice flours and just the right proportions of milk, in dry powdered form, salt, sugar and phosphate, which is for leavening purposes.

Only the very highest quality ingredients are used in the preparation of this tried and proven pancake and waffle flour, much care being given in selecting only full ripe and sound grain which is milled especially for this product giving it a distinctive flavor not found in any other pancake flour.

FEATURED BRANDS

Albers Flap Jack.

OTHER BRANDS

Aunt Jemima, W'heatsworth W. W. self-

rising (Pillsbury's); Phillips W'affle and Pancake.

PASTRY FLOUR

NOTE — This refers to ordinary pastry flour which comes in sacks and is not to be confused with prepared cake flour which contains other ingredients aside from the pure flour.

WHAT IT IS — Pastry Flour is milled from soft spring wheat, which contains a delicate, tender gluten, in contrast to the tough gluten of hard wheat which is used to make bread flour. This type of flour is more suitable for pastry making as the tender gluten enables the dough to rise, making a fine, light texture.

FEATURED BRANDS

Globe, Krusteaz.

OTHER BRANDS

Cream Puff, Gold Medal Bisquick, Minute Biscuit.

PREPARED PIE CRUST

KRUSTEAZ—Is the perfect prepared pie-crust preparation in dry form. Only water need be added. Krusteaz affords the ultimate in quality, convenience and certainty. It insures uniformity and removes chance of failure. In addition to pie crust, it can be used as a base for biscuits, gingerbread and most everything that requires a combination flour and shortening base. For pie crust use, 80% of the work is done.

RYE FLOUR

BOHEMIAN RYE FLOUR—Is rye flour to which some wheat flour has been added. This is done to give it additional gluten content, giving more leavening power.



FRUITS

The Grading of Canned Fruits

There are three grades of canned fruits for the consumer:

FANCY grade is the very best, and means that the fruit is put up in a very heavy, sweet syrup. Only perfect fruit, in the right state of ripeness, is used, and it is very carefully handled in packing. It is packed in a 55-degree syrup. "Chimes" Brand Fruits, which are sold exclusively by Hamiltons in San Diego, are all of Fancy grade.

CHOICE grade is fruit that is not quite as select or large or fine as Fancy. It is packed in a 40-degree syrup.

STANDARD grade is fruit that is not good enough for the choice grade. A 25-degree syrup is used, and the fruit is not quite sweet enough for table use, but is used for salads, etc.

LOWER GRADES, known as "Substantial, Water or Pie" grades, consist of over-ripe or not thoroughly ripe fruit, which are nevertheless wholesome or sound. "Substandard" grade is fruit of fair size and ripeness, and is packed in 10-degree syrup. "Water" or "Pie" grade is fruit packed simply in water in large cans for the making of pies and similar products.

WARNING—The housewife should always ascertain from the salesman the grade of fruit she is getting in order that she may not be fooled by a low price on Standard fruit and think she is getting Choice or Fancy.

Hamiltons does not carry standard or lower grades.

Syrups Used in Canned Fruits

Syrups in which all fruits are packed are known by degrees, the number of degrees indicating the number of pounds of sugar used per 100 pounds in preparing 100 pounds of syrup. Accordingly, 55-degree syrup is made from a solution of 55 pounds of sugar in 45 pounds of water. Thus as the degrees decline they indicate a lighter grade of syrup.

Exclusively with Hamiltons in San Diego



CHIMES
BRAND

"FANCY"
GRADE



**CANNED FRUITS
AND VEGETABLES**

Read article on "grade" above and learn why Fancy Grade Fruits and Vegetables are positively the finest that money can buy

FRUITS—(Cont.)

The Inspection Room of the Pratt-Low Preserving Co., where each day's pack of fruits is carefully tested for quality.



The Story of Chimes Fancy Fruits

Hamiltons featured brand of canned fruits is the Chimes Brand of Fancy California Fruits, which are packed by the Pratt-Low Preserving Company of Santa Clara, California.

These fruits are positively the best that money can buy because they are of fancy grade and because:

Pratt-Low Preserving Company is not content just to meet the minimum requirements for "Fancy" grade. This company takes many extra steps to achieve the absolute ultimate in quality.

1. Inspection of all fruits and vegetables are much more rigid than required. As many as ten careful examinations are given each product before it is canned.

2. Numerous tins from each day's pack, selected at random, are opened in the inspection room to make sure high quality is consistently maintained. By serial numbers on each can, any variation in quality can be traced directly to the responsible employee and the trouble immediately corrected.

3. Morale and efficiency of all Pratt-Low employees are of the highest type. Almost year 'round employment is provided and the same skilled workers are retained year after year.

4. This company works in close harmony with the grower and his good will is

one of the most vital factors in the canning industry. It counsels him on his farming problems, supplies him with selected seed, and pays him a better price for his produce. Special Pratt-Low field men keep in constant contact with the farmer, giving first option on the "Pick of the Crop."

5. All Pratt-Low canneries are located virtually within the orchard or garden. As the speed in canning fruits after harvesting has a great bearing on their quality, this advantage is of prime importance.

6. Pratt-Low possesses its own motor trucks and so controls the handling of fruits and vegetables from the orchard or garden to the cannery. Careful handling is essential, else the produce may become bruised and damaged.

7. All packed tins are weighed before the liquid is added. This assures a maximum amount of fruit and a minimum amount of syrup.

APPLES

EVAPORATED APPLES—Are selected apples with the water evaporated. They can be restored nearly to their natural state simply by soaking in water.

FEATURED BRANDS

Point Loma Apple Sauce

OTHER BRANDS

Visscher Bros. Apple Sauce; Flag Apple Sauce

APRICOTS

BEST VARIETIES—*Moorpark* and *Blenheim* are the two best varieties of apricots. The *Moorpark* is a more meaty apricot than the *Blenheim*, but the *Blenheim* has a higher color and is preferred by some people on that account. The *Royal Apricot*, a large meaty variety, is also used for canning.

FRUITS—(Cont.)

The Moorpark is very large and is used mainly for drying. Because of its large size, high flavor and sugar content it makes the finest quality dried apricot. The Blenheim, because it ripens with a high color and flavor is the preferred variety for canning.

HOW CANNED—Apricots are packed in a variety of ways: the whole fruit peeled, the half fruit peeled, with the kernels, without the kernels, sweet pickled, etc.

FEATURED BRANDS

Chimes Fancy Peeled, No. 1, No. 2½

Chimes Fancy Whole

Chimes Fancy with Kernels, No. 2½

Point Loma Peeled, No. 1, No. 2½

Point Loma Spiced

OTHER BRANDS

Tea Garden Pickled

Dried in Bulk; Santa Valley.

BERRIES

OUR STOCK—Hamiltons carry a line of the following berries in tins: Blackberries,

Blueberries, Gooseberries, Loganberries, Raspberries and Strawberries.

A WORD ON LOGANBERRIES—The Loganberry is a large oblong-shaped berry, measuring from 1½ to 2 inches long, which resembles the mammoth blackberry in shape and the red raspberry in flavor, though it is more tart. It is deep red in color.

YOUNGBERRIES — Are a newly created popular berry, a cross between the dewberry and the loganberry.

FEATURED BRANDS

Point Loma Blackberries, Blueberries, Loganberries, Gooseberries, Raspberries, Strawberries; Craig's Youngberries.

CHERRIES

VARIETIES — The choicest varieties of cherries are the Black Bing and the Lambert. The Royal Anne, which is the white cherry with the red cheek is also very choice. The red part turns brown when the cherry is cooked. *Sour* cherries are just what the name signifies—they are grown principally in the East, and, hence, are not consumed out here except in the canned form.

BRANDIED CHERRIES—Are cherries packed in a brandy syrup which gives them a strong, pleasing flavor.

MARASCHINO STYLE CHERRIES—are red cherries preserved in a thick maraschino syrup and are used chiefly for garnishing salads.

FEATURED BRANDS

Chimes Fancy Royal Ann, No. 1, No. 2½

Point Loma Royal Ann, 1 lb. cans, No. 2½

Point Loma Sour Pitted, No. 2

Lyon's 3, 8, 15, 28 oz. glass in Maraschino-flavored syrup (Red) 5-oz. Green.

Old Monk Maraschino Cherries; Old Monk Green Cherries, Point Loma Maraschino; Richelieu Maraschino.

CRANBERRIES

VARIETIES — There are four varieties of cranberries: The *Cherry*, the *Olive*, the *Bugle* and the *Bell*, the titles being more or less descriptive of their shape.

KINDS OF SAUCE — Cranberry sauce is prepared commercially in two forms — strained and unstrained. The strained is a clear jelly-like sauce having none of the pulp, while the unstrained is more like a jam, having the pulp.


BRANDS CARRIED

Tea Garden Cranberry Sauce

Ocean Spray Cranberry Sauce

CURRENTS

WHAT THEY ARE—There is quite a dif-



Growers
and Packers
of Quality
Calimyrna
Black Mission
and
Kadota Figs

Merced,
California

Enjoy these Luscious
Sweet-meats
from the
Coachella Valley Now

**HOPI HOUSE
BRAND**

**FRESH
DEGLET NOOR
DATES**

FRUITS—(Cont.)

ference between fresh currants and dried currants. The fresh currant is a small red and black berry grown in the United States and used for making jelly, pies, tarts, etc., while the dried currant is in reality a small seedless raisin, being imported principally from Greece and Australia.

The quality of currants imported from Greece varies according to the district where grown, Vostizza ranking first, Patras second, and Amalia third.

VARIETIES CARRIED

Package, Bulk imported.

DATES—DOMESTIC

DEGLET NOOR DATES—California Deglet Noor Dates are one of the most nutritious fruits grown. These dates are grown in the fertile Coachella Valley, which is not very far southeast of Palm Springs, the center of the Industry being Indio. These dates have a better taste and more real flavor than dates grown anywhere else in the world, lacking only protein to be a balanced ration, and one could live for months on only dates and milk.

The growing of the date is indeed interesting and romantic. The stately groves in the Coachella Valley have transformed a desert waste into a beautiful farm land. Date palms are almost human in many of their characteristics. There are male and female palms. Regardless of the environment in which their offspring is planted, they retain hereditary traits and physical characteristics which distinguished different varieties from generation to generation.

FEATURED BRAND

Haywood Deglet Noor; Hopi House in 1 and 3 lb. tins; 5 lb. keg of Pitted Dates.

OTHER BRANDS

1 lb. in Redwood Box; Deglet Noor Bulk, Deglet Noor 5 and 10 lb. pkgs.; Cole's Dates in Wine, 9 and 14 oz. glass, Spiced in glass.

FIGS

VARIETIES—There are three types of figs, the *Black Mission Fig*, the *White Calimyrna* and *Adriatic Fig*, the name "Calimyrna" being a composite word consisting of the names "California" and "Smyrna."

STYLES OF PACKING—In the packing of figs, the Calimyrna fig is left hanging on the tree until partly dry. Then the wind blows them to the ground and crews of pickers go through the orchards and gather the figs in boxes. The figs are then dried completely in the sun. After this they are sorted, graded and gassed and

stored until processed for packing. "Pulled" is a term used in packing, meaning the manner of placing the figs in the pack. It is derived from the fact that the blossom or stem end is "pulled" under the fig.

THE CALIFORNIA KADOTA FIG is recognized as being the best variety for canning. It has such a delicate tissue-like skin and the seeds are so minute that this fig can almost be called skinless and seedless. These figs are packed in a very light syrup, and are ideal for a breakfast or a dessert fruit. They are not to be confused with the heavy, sticky preserved fig.

CALIFORNIA INDUSTRY — California has become the largest fig producing country in the world, out-rivaling Smyrna and the Adriatic countries that for years were considered the best producers of figs.

QUALITY TEST — The quality of figs is tested by the thinness and tenderness of the skin and the moistness and sweet flavor of the meat after the fig is broken open.

FEATURED BRANDS—CANNED

Chimes Fancy Kadota No. 1; Chimes Fancy Kadota No. 2.

The
GIFT
IDEAL
Send to
Friends
Back East



HAMILTON'S
SWEET SPICED
California
KADOTA FIGS

in Miniature Barrels

Shipped anywhere in the
United States for

5 lb. Keg\$3.00
10 lb. Keg\$5.25

FRUITS—(Cont.)

FEATURED BRANDS

SWEET SPICED—PICKLED

Mrs. Conley's—22 oz., 3 lbs.; 22 oz., 5 and 10 lb. kegs (for shipping to friends back east).

OTHER BRANDS—PICKLED

Tea Gardens—Pickled in glass.

Braden's Brandied.

VARIETIES CARRIED — DRIED

FEATURED BRAND—Ayers and Held.

Black (bulk), Calif. Smyrna Pulled, Extra Fcy. Calif. Smyrna Pulled, Calif. Layer, Ex. Fancy 1 lb. packages, Jumbo 3 lb. tin, Pulled Figs (bulk).

FRESH FRUITS

You will be amazed at the fine quality of these fresh fruits. Each day our buyers select the finest in seasonal produce.

(Rapid market fluctuations prohibit the publication of prices on fruits and vegetables. They are carried, of course, only when in season.)

APPLES — Bellefleurs, Delicious, Jonathans, N. T. Pippins, Pearmain, Rome Beauties, Spitzenburg and Winesap.

BERRIES—Blackberries, Mulberries, Loganberries, Raspberries.

CHERRIES—Bing, Black Tartarian, Mesa Grande and Royal Ann.

CITRUS—Arizona Grape Fruit, Imperial Grape Fruit, Kumquats, Lemons, Oranges, Limes and Tangerines.

MISCELLANEOUS—Apricots, Cherimoyas, Papaya, Cocoanuts, Currants, Nectarines, Persimmons, Pineapples, Pomegranates, Red Bananas, Quince, Yellow Bananas.

FIGS—Brown Turkish, Fresh Mission, and White.

GRAPES—Concord, Cornichon, Malaga, Muscat, Red Emperor, Tokay.

MELONS—Casaba, Honey Dew, Persian, Watermelons.

PEACHES — Clingstone, Kent's Poway, White Free, Yellow Free.

PEARS—Alligator (Avocado), Bartlett, Small Cycle, Winter Nellis.

PLUMS—Blue Damsion, Burbank, French Prunes, Egg, Santa Rosa, Satsuma, Tragdey, and Wixon.

GLACE OR CRYSTALIZED FRUIT

THE GLACE PROCESS—This process consists of extracting the moisture of the fruit and replacing it with sugar syrup which crystallizes and preserves the fruit in almost its natural state, sealing in all the goodness that the fruit has.

The general method consists of boiling the fruit, preferably unripe, and in the case of stone fruits while the stone is still soft—until tender, and then suspending it in strong syrup until it has become almost transparent, occasional evaporation keeping the syrup at the fullest strength. The fruit is next dried in stoves or drying rooms at a temperature of about 120 degrees Fahrenheit until the syrup is crystallized.

FEATURED BRAND

Lyons-Magnus.

FRUIT SALAD

FRUITS USED—Fruits commonly used for canned fruit salads are peaches, pears, apricots, pineapple and cherries. Red cherries found in canned fruits for salad are prepared from white cherries and are artificially colored and flavored.

FEATURED BRANDS

Chimes Fancy Fruits for Salad, No. 1, No. 2½

Chimes Fancy Fruit Cocktail.

Point Loma No. 1, No. 2½

OTHER BRANDS

Dainty Mix Fruit Cocktail

President Fruit Salad; President Fruit Cocktail

GINGER

WHAT IT IS—The ginger referred to here is the Preserved ginger and is not to be confused with the spice ginger (which

*A Typically
California
Gift
for Eastern Friends*

LYONS'
California
GLACE FRUITS

*in beautiful
Gift Packages*

LYONS-MAGNUS, Inc., Manufacturer:
Since 1852

FRUITS—(Cont.)

see). *Preserved or Conserved*, or *Canton* ginger consists of young green roots of the ginger plant boiled and sealed in syrup and put up in quaint pots and crocks. The finest quality ginger comes from China.

VARIETIES CARRIED

China Preserved Ginger in stone pots, bulk Crystallized.

GRAPES

VARIETIES—The most popular grape used for table purposes is the *California Muscat* or *Muscatel*, a large, sweet and fine flavored green, or white, grape. *Thompson Seedless* grapes, or just "plain seedless" grapes, are green, slender and small in size, a fruit which, when dried, yields the *California Sultana* raisin (which see). Also, among the California varieties are the *Empress*, the *Tokay* and the *Black Morocco*, the *Cornishon*, the *Malaga*.

VARIETY CARRIED

Tea Garden Peeled in 5 oz. glass

GRAPEFRUIT

HOW PACKED—Canned grapefruit is put up both with and without sugar. When put up without sugar it is labeled "unsweetened."

WARNING—At the end of the season on fresh grapefruit, there is often a great difference in the price at which it is sold. Some "cut throat" markets sell grapefruit at a very low price compared to that sold by the better grade markets. This they can do because the fruit which they sell is the over-ripened and pulpy, sour fruit which is left on the market at the end of the season, while the better class stores sell only the good, fine, sweet, ripe grapefruit, which are rare at the end of the season and naturally command a higher price.

FEATURED BRANDS

Point Loma; Richelieu Grapefruit-and-orange segments.

KUMQUATS

BRAND CARRIED

Richs Kumquats in syrup.

MANGOES

BRAND CARRIED

Wilson's Sliced Mangoes in syrup.

MISCELLANEOUS

S. & W. Nectarines, Imperial Limes, Tong's Mandarin Fruit, Emrelettes, Rubyettes.

ORANGES

VARIETIES—There are two kinds of California Oranges: the *Washington Navel* and the *Valencia*. The Washington Navel orange ripens in the fall and winter and is

quite round and of a deep golden color. It is distinguished from all other oranges by the navel formation at the end opposite the stem, this formation having the appearance of being a very small orange within a larger one. Another peculiarity of the Washington Navel orange is that it is seedless, an advantage that causes many people to prefer it to all other kinds.

The Valencia is an orange supposed to have originated in the Azores. Under California climate conditions this fruit ripens throughout the period from April to November. The Valencia orange is higher in color than the Navel, is more oblong in shape and is without the navel formation at one end.

PEACHES

VARIETIES — *Yellow Free Peaches* are peaches whose pit does not cling to the flesh and which can be easily separated. A fully ripened yellow free peach, when canned, does not present such an attractive appearance as the *Cling*, as its very nature gives it a somewhat ragged appearance. Many people, however, prefer it to the *Cling* on account of its different flavor, peculiar to itself.

Yellow Cling Peaches are peaches whose pit does cling to the flesh and must be separated by cutting.

HAMILTONS

Gift Basket of Fruits, Nuts and
California Confections

• •

The Gift of Gifts for All Occasions!

... for Holidays, Birthdays and Anniversaries, or to say "Bon Voyage," or as a Hospitality Acknowledgement to one's Hostess, or to cheer the convalescent ... the most appreciated of all Gifts ... a

HAMILTONS Gift Basket!

• •

WE SHIP THEM TO ALL PARTS
OF THE WORLD

FRUITS—(Cont.)

White Cling Peaches are peaches having a creamy white flesh with a faint blush of red. It is very tender, white, juicy and luscious in flavor.

Melba Peaches are extremely large, yellow cling peaches packed and sold as "Melba Halves," which are particularly desirable for fancy desserts.

FEATURED BRANDS — CANNED
Chimes Fancy Yellow Cling, No. 1; *Chimes Sliced Y. C.*, No. 1; No. 2½ (contains 8 to 10 halves per tin)
Chimes Fancy Colossal Y. C., No. 2½ (contains 5 to 6 halves per tin)
Point Loma Yellow Free, No. 1, No. 2½;
Point Loma Lemon Cling, No. 1; *Point Loma Sliced*, No. 1, No. 2½; *Mammoth* No. 2½.

OTHER BRANDS—CANNED
President Sliced Peaches

FEATURED BRAND—PICKLED
Chimes Fancy Sweet

OTHER BRANDS—PICKLED
Tea Garden, *Braden's Brandied*.

DRIED

Peeled, bulk.

PEARS

VARIETIES—The principal and the most luscious variety of pear is the *Bartlett pear*, which is very widely canned.

The principal other variety that is canned is the *Kieffer* and unless the label states that they are *Bartlett* pears they are *Kieffer* pears.

QUEER—It is interesting to note that a certain species of pears grown on the Isle of Jersey in England command a price as high as \$72 a dozen.

PINKISH TINT—Some canned pears have a pinkish tint to them, which is caused by excess of heat at the time of canning. It is very difficult to can pears without discoloring them and this pinkish color in no way impairs the flavor.

FEATURED BRANDS CANNED

Chimes Fry. Bartlett, No. 1; *Fancy Colossal*, No. 2½ (contains 8 to 10 halves per tin).
Point Loma Bartlett Peeled, No. 1, No. 2½;
Tea Garden Melba.

PICKLED

Tea Garden, Iris, Iris in Grenadine

DRIED

Jumbo Halves, bulk.

PEELS

WHAT THEY ARE—Peels are the preserved skins of various members of the citrus family—the citron, lemon and orange—which are used in making fruit cakes and other highly seasoned foods.

Peels are prepared either *glace* or *candied*. *Glacé* peels are covered with a thin coating of *glacé sugar* (see *glacé fruits*), while the *candied* peels are covered with a slightly heavier coating and are allowed to dry with the sediment in the cup.

CITRON—is a large, lemon-like fruit with a thick peel and a small amount of acid pulp. While a small amount of it is produced in California, most of it is imported from Mediterranean countries.

VARIETIES CARRIED

Angelique, Citron, Lemon and Orange in bulk.

PINEAPPLE—CANNED

GRADING—Pineapple has a somewhat different grading from other fruits. It is packed in natural pineapple juice.

Fancy grade is the firm, whole slices packed in a medium, heavy syrup. Only slices out of the heart of the pineapple are used for this grade, the pineapple being cored, leaving only the tender meat to be put in the can.

Broken Slices are those which have been



Fine Foods

For over a quarter of a century the food markets of the world have been combed for foods of unusual quality and goodness to meet with the standards set for the RICHELIEU label.

FRUITS—(Cont.)

broken in the handling, and are put up usually in a lighter syrup for salads or can also be used as table fruit.

Tidbits are portions of about one-eighth of the slices and are generally in the same grade syrup as the Fancy, and are fine for salads and cocktails.

Crushed or Grated are as the name specifies, and are generally of fancy grade.

Pineapple Fingers are the fruit sliced up and down instead of around, and are used for salads. There are generally eight fingers in a can.

THE BEST — The best pineapple comes from Hawaii, and is known as the Smooth Cayenne variety. It is canned right where grown. Thus they can be picked just when ripe. If they were canned in this country, they would have to be picked before ripening.

QUALITY TEST—The best sliced pineapple has no broken slices in the can, has no woody fibres, nor any core.

HINT—Crushed pineapple mixed with chopped marshmallows makes delightful filling for tea-time sandwiches.

FEATURED BRANDS

Chimes Fancy in syrup, No. 1, No. 2½;

Chimes Ex. Crushed, No. 2½.

Point Loma Sliced, No. 1, No. 2,

No. 2½; *Point Loma Grated*, No. 1, No. 2; *Tidbits*.

Richelieu Raggety Ann.

PLUMS

VARIETIES—Plums may be roughly classified as *purple*, *red* and *yellow*, or *green*, each division including a number of varieties of widely contrasted size, flavor and appearance. The *Green Gage* plum belongs to the yellow variety of plums. When ripe its color is light green or yellow-green. It is a small plum with a tart flavor. The *Damson* plum is a small dark blue plum, about the size of a large cherry, has a firm yellow flesh and is very sour. Yellow Egg plums derive their name from the fact that they are large and egg shaped.

FEATURED BRANDS

Point Loma Green Gage, No. 2½.

Chimes Egg Plums, No. 2½.

OTHER BRAND

President DeLuxe.

PRUNES

WHAT THEY ARE — Prunes are dried plums of certain varieties produced from a tree grafted from stocks of wild plum, peach and apricot. The drying of the prune must be done with much skill, the idea be-

ing to develop as much of the saccharose, or sugar, as possible, at the same time retaining the fruity character and flavor. Domestic prunes are dried only by the sun, after they have been picked off the tree in a perfect state of ripeness.

HINT—In stewing prunes, do not soak or boil them. Only rinse the fruit in scalding water and wash in cold water, strain through a colander, and put in a pot, adding as much water as fruit. Let the water simmer, but not boil. The fruit will be more palatable, firm in flesh and higher in food value.

VARIETIES—California and Oregon produce all the prunes consumed in this country. California prunes are very sweet and require no sugar, while Oregon, or Italian prunes, are tart and require sugar.

Silver prunes are black prunes bleached with sulphur, which makes them white. This is for novelty effect and neither improves or detracts from their quality.

GRADING — Prunes are graded by the number of prunes to a pound, thus a 30-40 prune would mean that there are from 30 to 40 to a pound, and so on.

FEATURED BRANDS

Santa Clara; *Bulk in sizes*, 18/24, 20/30, 30/40.

OTHER BRANDS

Silver Prunes Bulk in size 18/24.

RAISINS

WHAT THEY ARE—The raisin is a dried fruit made from special varieties of grapes. California is the capitol of the raisin industry and the fruit is dried in the sun in great trays spread out on the ground.

VARIETIES—There are two principal varieties of raisins—*Muscats* and *Seedless*. The *Thompson* raisin is very sweet and is the true seedless raisin, being entirely seedless. It is oblong in shape and golden brown in color with a bluish tinge. The *Sultana* raisin is somewhat tart and contains seeds occasionally. It has a yellowish tinge and is not so oblong as the *Thompson* raisin. Puffed raisins are seeded raisins that are not sticky. They are prepared by a special patented process that leaves the raisins plump and loose. They can be shaken out of the carton and used like seedless raisins.

BRANDS CARRIED

Package—*Sun Maid Puffed*, *Nectar*, *Seedless*, *Seeded*, *Cluster*.

Bulk—*Cluster*, *Sultanas imp.*, *Thompson Seedless*.

HEALTH FOODS

BATTLE CREEK SANITARIUM FOODS

The Battle Creek Sanitarium was a pioneer in making health foods. For fifty years this institution has been an experiment station in dietetics. In this great institution more intensive study has been made in practical dietetics than in any other place in the world. Here have been gathered together the results of the world's great laboratories, and here have been compiled and summarized the experiences and the observations of the people of all civilized countries in relation to diet.

REGULATING LAXATIVE FOODS

LACTO-DEXTRIN—*Purpose, to change the intestinal flora and combat the poisons which cripple the colon.*

PSYLLA—*To use with Lacto-Dextrin to supply the needed bulk and lubrication.*

BULK-SUPPLYING—*Laxa Biscuits, Fig-Bran, Vita-Bits, Bran Biscuits, Agar, San. Cooked Bran, Psylla.*

LUBRICATING—*Paramels, Mineral Oil, Paralax.*

FOODS FOR WELL FOLKS TO KEEP THEM WELL

Protose, Nuttolene, Fig-Bran, "ZO", Savita, Bran Biscuits, Sanitarium Cooked Bran, Malted Nuts, Vita Wheat, Vita-Bits.

BEVERAGES

Minute Brew (Coffee substitute).

BLOOD-BUILDING FOODS

Food-Ferrin, Savita, Sal-Savita, "ZO", Malted Nuts, Meltose, Protose.

REDUCING FOODS

Gluten Bread in tins, No-Fat (Mayonnaise) Laxa Biscuits, Fig-Bran, San. Gluten Flour, San. Cooked Bran, Bran Biscuits, Savita.

WEIGHT-BUILDING FOODS

Malted Nuts, Lacto-Dextrin, Food-Ferrin, "ZO", Meltose.

FOODS for AUTO-INTOXICATION

Lacto-Dextrin, Psylla, Paralax with Agar, Paramels, Mineral Oil, Paralax.

DIABETIC FOODS

San. Gluten Flour, Savita, Soy Bean Flour, Soy Bean Biscuits, Starchless Bran, Gluten Bread in tins, Bran Gluten Flakes, Paralax, Psylla, Unsweetened Food-Ferrin

FOODS FOR ACID STOMACH

Malted Nuts, Meltose Sugar and syrup, Zweiback, Vita Wheat.

MISCELLANEOUS HEALTH FOODS

BURBANK PRODUCTS

Burbank Nutritional Foods are scientific combinations of uncooked leafy vegetables; retaining their proteins and carbohydrates of the highest biological value; prepared under scientific supervision; highly concentrated; strongly alkaline; and ready for rapid digestion and assimilation; processed to retain maximum vitamin content—'A', 'B', 'C', 'E', 'G' and essential minerals in their natural colloidal form.

The finely ground powders represent an

average concentration of fresh vegetables of twenty to one and are ideal for persons ill or convalescing from illness, who are unable to load the stomach with sufficient amounts of vitamin and mineral bearing leafy vegetables.

VARIETIES CARRIED

Vegetable Broth, Kelp Tablets, Kelp Powder, Vegetable Tablets, Regulator Tablets, Reducer Tablets, Regulator Powder, Vegetized Salt, Alfalfa Tea, Reducer Adjuncts, Spinach Flakes, Soup Flakes.

IOKELP

The Vitalizing Marine Vegetable-Food,
Rich in Natural Iodine

Helpful in correcting ailments due to mineral deficiency in the diet.

OUR BATTLE CREEK

HEALTH FOOD DEPARTMENT

offers

Food Ferrin - -

A proven source of iron for building up the blood. Two forms sweetened and plain.

Psylla - -

Clean, sterilized Psyllium Seeds that gives you regularity.

Lacto Dextrin - -

Carbohydrate food that rids the system of putrefactive germs.

Savita - -

A yeast extract exceedingly rich in vitamin B to give zesty flavor to soups and gravies.

See listings for other popular B-C Health Foods on page 54

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VITAMIN & MINERAL
LABORATORY to you

For the Prevention and Correction of Dietetic
Deficiencies and Nutritional Disorders
Thousands of Enthusiastic Users endorse
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*Complete information and Scientific
Literature available at Hamiltons*



BURBANK

NUTRITIONAL FOODS

THE BURBANK CORPORATION
Burbank, California



HEALTH FOODS—Miscellaneous

BAKERY PRODUCTS

VARIETIES CARRIED

*Lima Bean Flakes, Zwieback (whole wheat)
Zwieback (white).*

DIABETIC FOODS

BRANDS CARRIED

*Cellu Bran Wafers, Lister's Diabetic Flour,
Lister's Diabetic Bran, Lima Bean Flour.*

DIETETIC FRUITS

NUTRADIET NATURAL FOODS — Many people confuse the thought of dieting with that of abstinence from the enjoyment of eating, and yet the two bear little relation. Fruits and vegetables are acknowledged to be a necessary part of daily diet. Fruits in preserved form are usually prepared in sugar syrup and those who wish to omit the use of sugar have been obliged to go without these appetizing and health-giving foods when such fruits were out of season. This is no longer necessary.

FEATURED BRANDS

Nutradiet Brussels Sprouts, Carrots, Lima Fruit, Pineapple; Peaches, Pears, Prunes, Chimes Apricots, Cherries, Peaches, Pears, Figs, Pineapple.

HEALTH BABY FOODS

VARIETIES CARRIED

Gerber's Spinach, Carrots, Peas, String Beans, Tomatoes, Vegetable Soup; Ger-

ber's Cereal; Baby Ralston; Cerol Wheat Cereal; Mead's Cereal.

HEALTH VEGETABLES

Packed without salt or sugar.

FEATURED BRAND

Nutradiet Brussels Sprouts, Carrots, Lima Beans, Asparagus, Spinach, String Beans, Beets, Corn, Peas.

MISCELLANEOUS

VARIETIES CARRIED

Carob Crumbles, California Fig Nuts Agar, American Agar Agar, D'Zerta Health Gelatin, Ovaline, Cocomalt, Sauer Kraut Juice, Pecano Meal, Pineapple Juice, Toddy, Super Malt, Nu-Vege-Sal, Bon-wheat, Lister's Sugarless Sweetener, Lister's Golden Spread, Lister's Dietetic Flour, Dina-Mite.

MUFFIN CRISPS

SENSIBLE WEIGHT CONTROL—To be free from excess weight we must watch our weight—particularly as we near or pass middle age. A little too much starch, or carbohydrates, in the daily diet, and we suddenly awake to the fact of too much all too solid flesh where it shouldn't be—if we are to look our best, feel our best and keep a youthful figure.

PSYLLIUM SEED

FEATURED BRANDS

Laxseed, Black and White.

VEGEX

VEGEX was widely used for soups before the vitamin discoveries. During the World War the British Government selected and sent it by airplane from London to Mesopotamia to treat beri-beri; then for the regular rations. In medical centers, with both child and adult diets, Vegex has been and is the standard for Vitamin B (1) and Vitamin G or B (2).

VARIETIES CARRIED

Vegex Almonds (pkgs.); Vegex in 3¼ and 6½ oz. jars.

Enjoy your Food

WHILE DIETING

NUTRADIET

Luscious, flavorful Nutradiet Fruits & Vegetables are packed garden-fresh without added sugar or salt. Ideal for those on a restricted diet or for seasoning or sweetening to suit the taste.



VEGEX

Palatable
Appetizer

High in B Vitamins
and Food Iron

—fine when added to

Soups, Stews and Gravies

Gives quick pick-up in appetite
and strength.

MUFFIN CRISPS

STARCH REDUCED
FOR
WEIGHT CONTROL

Guaranteed Analysis
Printed on Each Package

HOUSEHOLD PRODUCTS

ADHESIVES

VARIETIES CARRIED

Mucilage, Library Paste, LePage's Glue

AMMONIA

FEATURED BRAND

Parson's Household Ammonia.

OTHER BRAND

Ammo Dry.

BLEACHES

BRANDS CARRIED

Clorox, Hypro, Purex.

BLUING

FEATURED BRAND

Mrs. Stewart Liquid.

OTHER BRAND

Reckitt's, Ball.

BORAX

FEATURED BRAND

Twenty Mule Team—Powder, Chips, Borax, Boraxo, Spangles.

BROOMS

BRANDS CARRIED

Blu J, Craig's Best, Child's Favorite, IXL, Ladies' Delight, Little Beauty, Whisk.

BRUSHES

VARIETIES CARRIED

Closet, Hearth, Scrub, Sink, Vegetable, Shinola, Floor.

Small, Large, Mop Heads, Linen and Cotton.

CANDLES

FEATURED BRAND

Birthday Candles and holders.

CLEANSERS

VARIETIES CARRIED

Bon Ami, Mab Powder, Sapolio Powder, Gold Dust, Light House, Old Dutch, Sal Soda, Babo.

CLOTHES LINES, PINS

Cord Lines, Mermaid Cotton Line, Wire Line, Sash Cord Line, Common Pins, Spring Pins.

DISINFECTANTS

FEATURED BRAND

Sani Flush, Purex.

OTHER BRANDS

Holly Chloride of Lime, Clorox.

DRAIN PIPE CLEANERS

BRAND CARRIED

Drano.

ELECTRIC LIGHT GLOBES

VARIETIES CARRIED

25 W'att, 40 W'att, 50 W'att, 60 W'att

75 W'att, 100 W'att, 150 W'att, 200 W'att

INSECT KILLERS

REEFER'S No-MOTH—Spring and Summer Time and Moth Time are synonymous. It is high time to carefully inspect clothing, be it summer or winter. Rugs, felt hats or any materials of animal origin should be carefully inspected, brushed briskly and aired. Then one should use Reefer's No-Moth as a preventative. All clothing that is laid away or stored should be protected with Reefer's No-Moth, a reliable all-year moth preventative.

FEATURED BRAND

Reefer's No-Moth, No-Moth Refills, Moth Sprayer, Injecto, Injecto Guns and Needles, Sla, Moth Crystals, Vacuum Crystals.

OTHER BRANDS

Antrol, Bubach, Fly Swats, Fly Tox, Fly Tox Sprayers, Moth Nip, Talbot Fly Spray, Kellogg Ant Powder, Poisoned Fly Paper, Powder Guns, Talbot Ant Powder, Tanglefoot, Argentine Ant Destroyer, Hoodoo Ant Paper, Schrader's Argentine Ant Powder, Fly Go, No More Ant Powder.

LAUNDRY TABLETS, ETC.

BRANDS CARRIED

La France, Satina.

LYE

VARIETIES CARRIED

American, Red Seal

MATCHES

BRANDS CARRIED

Diamond, Blue Tip, Domino Kitchen, Ohio

Household 4 Products

of Distinction

Parson's Household Ammonia

In the Making for Almost 100 Years

Mrs. Stewart's Bluing

For happier wash-days

Fels Naptha Soap

The soap that really washes clean

Hubinger's Elastic Starch

Quality Unsurpassed

HOUSEHOLD PRODUCTS—(Cont.)

Safety-red tip, Red Top Safety, Vest Pocket, Signal Safety, Pilot.

MISCELLANEOUS

Bottle Openers, Can Openers, Corn Poppers, Dust Pans, Door Mats, Safety Roller Can Opener, Candle Holders, Golco Toilet Paper Holders, Scott Fixture for Towel Roll.

Sparklet Syphon Glass Tubes, Syphon Pins, Syphon Tube Washers, Syphonettes, Mouse and Rat traps, Bath Bricks, Creston's Deodorizing Crystals, Dyes, Double Pointed Tacks, Carpet Tacks, O'Cedar Dust Cloths, Dish Mops, Dance Wax, Zig Zag Corkscrews.

MOPS—FLOOR

VARIETIES CARRIED

House Handle, Janitor Handle, O'Cedar Oiled, O'Cedar Dry.

OIL—HOUSEHOLD

BRAND CARRIED

Three-in-1.

OIL—ILLUMINATING

5 gal. tins Elaine, Pearl.



Sani-Flush
Cleans Closet Bowls

Quick—

Easy—

Sanitary



All Year Protection from Moths

REEFER'S NO-MOTH

Attach Reefer's No-Moth to the baseboard. destroy those moths quickly and thoroughly. Reefer's No-Moth contains 100 per cent full strength, pure natural cedar oils. The cedar odor is clean and pleasant. It protects but does not cling to your clothes. It lasts ONE WHOLE YEAR—gives you 12 months protection!

PAILS AND TUBS

VARIETY CARRIED

Galvanized

PIPE SOLVENTS AND BOWL CLEANERS

FEATURED BRAND

Sani-Flush

OTHER BRANDS

Kleeno, Purex Bowl Cleaner

POLISHES

GORHAM'S SILVER POLISH—We recommend Gorham Silver Polish because it is made by the largest manufacturers in the world who realize the importance of using only the finest ingredients in its preparation. The name "Gorham" has been a household word for more than one hundred years in homes where fine silverware is used.

FEATURED BRANDS

Gorham's Silver Polish, W'isemaid Glass Cleaner, Johnsons Glo-Coat.

OTHER BRANDS

Furniture—O'Cedar, O'Cedar Housecleaning set, Liquid Veneer.

Metal—Brilliant Shine, Barkeeper's Friend, Magic Emulsion, Glass Glo, Spicky Shoe—Dyanshine, Jet Oil, Shinola, Shuwhite, 2 in 1 paste.

Silver—Electro Silicon Powder and Paste, Liquid Silver, Wright's Silver Cream.

Stove—Rising Sun, Liquid Enameline.

SAL SODA

SCOURING PADS

BRANDS CARRIED

Brillo, Abrazo, Kitchen Sapolio, S. O. S., Skour Pak.

SOAPS

WHITE KING GRANULATED SOAP—Surprising as it may seem, only pure vegetable



GORHAM SILVER POLISH CREAM

Made by the largest manufacturers of Sterling Silverware in the world

HOUSEHOLD PRODUCTS—(Cont.)

and cocoanut oils such as used in White King Granulated Soap, are found to be the most desirable ingredients obtainable for performing the duties required of a soap. These essentials contained in White King Granulated have an uncanny penetrating quality, they dissolve greases easily and search out every particle of dirt, without rubbing or boiling, yet White King Granulated soap rinses freely and does not harm the finest fabrics.

White King Granulated, too, is excellent for household cleaning. Washes tile and woodwork; keeps carpets and upholstery soft and lovely! For complexion beauty, try White King Toilet Soap or Mission Bell Toilet Soap.

FEATURED BRANDS

Fels' Naptha, 20 Mule Team Borax Soap Chips, White King Powder and Hand Soap, Skat Hand Soap, Fels Naptha Soap.

OTHER BRANDS

Cake Soap—American Family, Calla Lily, Peets Crystal White, Duz, Fels' Naptha, Ivory, Lava, Octagon, P. & G. White Naptha, Queen Lily, Strykers, Western Star, Wool, Fish Oil Soap.

Chips, Flakes, Powders — Chipso, Citrus Granulated, Ivory Flakes, Ivory Snow, Lux, Peet's Machine, Super Suds, Gold Duz, Hydro Pura, La France, Oxydol, Par, Rinso, Thoro, Satina.

STARCH

WHAT IT IS—Laundry starch is extracted from various vegetable sources, principally corn, and is sold as it comes from the kilns without having been pulverized. It is to be distinguished from edible starch which has been purified and pulverized.

FEATURED BRAND

Hubinger's Elastic Starch.

SKAT

THE BEST
HAND SOAP KNOWN

WHITE KING

The Original Granulated Soap

White King is soap in its most condensed — therefore most efficient form, producing instant suds, even in lukewarm water.



Quality, not price nor quantity
—IS the key to soap economy.
You'll realize how true this is
when you use WHITE KING!

HOUSEHOLD PRODUCTS—(Cont.)

OTHER BRANDS

Argo Gloss, Kingsford, Linit.

TOOTHPICKS

BRANDS CARRIED

Diamond, World's Fair

WASH BOARDS

FEATURED BRAND

Brass King

OTHER BRANDS

Zinc, Glass

WATER SOFTENERS

Melo—For washing dishes nothing exceeds Melo. Soap is not necessary. One or two teaspoonfuls of Melo in the dishpan will cut the grease from the dishes instantly. Rinse through a second hot

water and your china and glassware will fairly sparkle.

Fill greasy pots and pans with hot water, sprinkle in a little Melo and allow to stand while china is being washed. This operation cuts the grease. They will wash much easier.

FEATURED BRAND

Melo.

OTHER BRAND

Rain Water Crystals.

WAX POLISH

BRANDS CARRIED

Johnson's Glo Coat, Liquid Wax, Wax Paste.

Old English (liquid and solid no rub), O'Cedar Wax Cream

LEAVENERS



BAKING POWDER

WHAT IT IS—Baking powder is a leavening agent produced by the mixing of an acid reacting material in sodium bicarbonate, with or without starch or flour. It yields the gas, carbon dioxide.

VARIETIES—There are four common varieties of baking powder—*Cream of Tartar, Phosphate, Alum* and *Combination Baking Powders*. In all four, sodium bicarbonate is used as a basis, while for an acid they contain cream of tartar, acid phosphate and sodium alum, respectively. *Combination* baking powders are just what the name specifies—a combination of cream of tartar, phosphate and alum.

WHAT IT DOES—The basis of all baking powders is sodium bicarbonate and when this is combined with either of the other three it releases carbon dioxide or carbonic acid gas which causes the dough or pastry to rise.

FEATURED BRAND

Schilling, 2, 4, 8 and 16 oz. cans.

OTHER BRANDS

Calumet, 1/2 lb., 1 lb.; Rufford 1/2, 1, 3 lbs.; Sun, 1 lb.; Royal 4, 6, 12 oz. cans.

CREAM OF TARTAR

FEATURED BRAND

Schilling 2 and 4 oz. cans.

SODA

BRAND CARRIED

Arm & Hammer, 1/2 and 1 lb.

YEAST

BRANDS CARRIED

Fleischman compressed; Magic, pkg.; Bulk.

MARSHMALLOW CREAM

HIP-O-LITE—The Hipolite Company will furnish free to anyone requesting same, their Caterers' & Chefs' Professional Recipe Booklet.

Excellent recipes for sauces, cake fillings, frostings, fruit salads, tea table delicacies, ice creams, icings, and the secret of making simple desserts appear elaborate. All easily prepared with the use of HIP-O-LITE — The ORIGINAL Marshmallow Creme.

FEATURED BRANDS

Hip-O-Lite, Whitman's Marshmallow Whip



Hamiltons Fresh Meats Department

HEALTH FOODS

Hamiltons Sells U. S. Government Inspected Meats Exclusively

Most people believe all meat to be U. S. Government Inspected, but this is a misunderstanding. There are other kinds of meat inspection, but none so exacting as the U. S. Government Meats that have been prepared under U. S. Government Inspection and are identified by a small circular stamp, reading, "U. S. Inspected and Passed. Establishment Number —."

Few people appreciate just what Federal Inspection implies. Indeed, its importance is quite frequently overlooked. It is sometimes taken for granted. It is considered, if it is thought of at all, as a sort of commonplace, so to speak, and yet, there is nothing of greater significance in protecting public health than this same Government Inspection, and Approval of our meat supply. The principal features of U. S. Government Meat Inspection, are:

First: Ante Mortem Inspection, or Inspection of all animals before slaughter, made by graduate veterinarians, who have passed a high Civil Service Examination.

Second: Post Mortem Inspection, which consists of a careful examination and inspection of all carcasses and parts thereof, is made by the veterinarian at the time of slaughter. Meats that pass this inspection

are declared wholesome, healthful and fit for human food, and are marked in the Circle, "U. S. Inspected and Passed."

Third: Sanitation, which has to do with the supervision of all packing house structures, which must be of such material and construction and finish that permit rapid and thorough cleaning.

Fourth: Labeling — Trade Labels, not

MEATS—(Cont.)

Richardson and Robbins

Boned
ChickenPlum
PuddingThe Symbol of Quality
Since 1855

false or misleading, approved in advance by the Bureau, are applied in the presence of an Inspector and the contents of the receptacle or covering must be in strict accordance with the statement on the label.

Fifth: Re-Inspection provides that all meat, whether fresh or cured, even though previously inspected and passed, shall be re-inspected as often as is considered necessary to ascertain whether it is sound, wholesome and fit for human food.

Sixth: Curing, pickling, rendering, canning and other meat preparation processes, and all steps in the progress of manufacture, shall be conducted carefully and in the pre-

sence of an inspector.

That little purple circular stamp reading: "U. S. Inspected and Passed", is a badge of distinction, a mark of merit. It signifies the sanction of the Government and represents more than a quarter of a century of the best scientific activity in safeguarding the nation's basic food. You cannot afford to take chances in selecting your food.

BACON

FEATURED BRAND

Miller & Hart, whole, half, sliced.

OTHER BRANDS

Beechnut, in glass; Swift's Premium, whole, half, sliced bulk, sliced package.

BEEF

FEATURED BRAND

Hamiltons Roast Beef, Corned Beef

VARIETIES CARRIED
IN TINS AND GLASS

Beechnut in glass; Libby's Corned Beef Hash, Corned Beef, Roast Beef, in tins. Eastern Chipped (bulk) C. & B. Corn Beef Hash.

CHICKEN—IN GLASS

FEATURED BRAND

Hormel Chicken a la King, Milani's Chicken and Noodles, Hormel Boneless in 3 $\frac{3}{4}$, 7 and 11 oz., Milani's Chicken a la King.

OTHER BRANDS

College Inn Chicken a la King; College Inn boned; Boneless in 3 $\frac{3}{4}$, 7 and 11 oz.; College Inn Chicken a la King, College Inn Chicken and Noodles.

CHICKEN—IN TINS

FEATURED BRANDS

Hormel Whole or Half; R. & R. Boned in 6 and 12 oz.

OTHER BRANDS

College Inn Boned in 6 and 12 oz.

CHILI CON CARNE

FEATURED BRAND

Hormel

OTHER BRANDS

Gebhardt with Chilis, Gebhardt Plain; I. X. L.

CHOP SUEY

BRANDS CARRIED

Mandarin small and large; Mandarin Chop Suey Vegetables.

HAM

VARIETIES—A Skinned Ham is a large ham with the skin and fat cut off down to

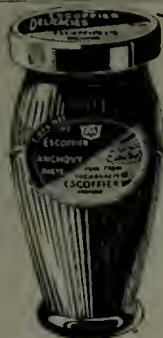
Berkshire
HAM & BACON

SUGAR CURED — HICKORY SMOKED

Hams and Bacon may be
good and not be
BERKSHIRE
but they can't be
BERKSHIRE
and not be good

Flavor in Favor — Since 1884

MILLER & HART
CHICAGO

**ESCOFFIER'S**

Celebrated
English Pack
Canape Spreads
Chicken & Ham,
Chicken & Ham &
Tongue, Tongue &
Ham, Veal & Ham
Turkey & Tongue,
Chicken & Tongue,
Salmon, Anchovy,
Shrimp, Crab, Lobster,
Bloaters, Sardines,
Prawn.

Agents for U.S.A.
Sole Importers
JULIUS WILE
SONS & CO., Inc.
New York



"a dish fit for a king".

**MILANI'S
CHICKEN
A LA KING**

Delicious as an entree,
for luncheons or for
quick dinner.

A Pure Product - Luciously Seasoned

PHONE FRANKLIN 6161

and have your fresh meats delivered
with your groceries.

**YOLANDA
CHICKEN RAVIOLIS**

"Admittedly The Best"

A Meal in Themselves

Our delicatessen department takes
pride in featuring

**Frank's Milwaukee Brand
Fine Sausages**

"For those who want the best"

FRANK FOOD COMPANY

San Francisco

Milwaukee

a FEAST for 4



● There are four man-size portions in each 20 ounce can of Prudence Corned Beef Hash—hearty, home-quality food, made by an old New England family recipe. You can serve this delicious meal, piping hot, in 4 minutes, and at less than 7 cents a person. Ready for you in 4-portion and 2-portion tins.

Naturally, you want to know what goes into the hash you eat. Prudence Corned Beef Hash is made of tender young beef and selected potatoes—no scraps, no skins, no gristle.

PRUDENCE CORNED BEEF HASH

BEEF STEW...LAMB STEW...BEEF LOAF

MEATS—(Cont.)

the shank. A *Boneless Ham* is a cured ham, soaked, boned, the fat trimmed off and tied in a cloth and boiled several hours. An *American Short Cut Ham* is one cut short so as to expose the marrow, most of the fat trimmed off down to the shank and well rounded on the butt.

FEATURED BRANDS

Hamiltons: Boiled, Baked, Loaf. Miller & Hart Hickory Smoked, Sugar Cured; Hormel whole in tins; Smithfield Deviled.

OTHER BRANDS

Swift's Premium Cured; Minced Ham, Underwood's Ham, Underwood's Deviled.

HASH

FEATURED BRAND

Prudence Corned Beef Hash.

LOAF MEATS

FEATURED BRAND

Hamiltons: Beef Loaf, Chicken Loaf (to order), Chicken and Pork Loaf, Ham Loaf, Head Cheese.

Libby's Veal Loaf; Jellied Tongue Loaf

MISCELLANEOUS

FEATURED BRAND

Milani's Chicken Lunch, Milani's Raviola, Yolanda Chicken Raviolas, Escoffier

JONES DAIRY FARM SAUSAGE

These fresh little
Pork Sausages
rushed here by
refrigerated express
during the Fall and
Winter Months

Quality Supreme

Meat Paste, Hormel Pig's Feet, Milani's Cottage Dinner (Chicken, Egg Noodles, Carrots, Peas, Mushrooms).

OTHER BRANDS

Roast Grouse, I. X. L. Chicken Raviola.

MEAT STEWS

BRAND CARRIED

C. & B. Meat Stews, C. & B. Kidney Stews.

PATE DE FOIE GRAS

WHAT IT IS—The most famous of all the fish and meat pastes which are known as "pate" because once upon a time they were put up in "pie shapes." Pate de foie gras is now packed in those creamy pottery jars which are to be found on the table of every gourmet.

BRANDS CARRIED

Danish Liver Paste; Terrines; Pate de Foie, Michel; Truffled; Goose Liver, whole; Puree de Foie Gras.

SALAMI

BRANDS CARRIED

Cervelat, Italian, German, Cooked Salami.

SAUSAGES

FEATURED BRANDS

FRESH—Jones' Little Pig Links and Little Pig Meat (in season); Frank's; Hormel's Sausage.

OTHER BRANDS

FRESH—Thuringer.

IN GLASS—Derby Vienna, Derby Frankfurters; Vienna; Imported Frankfurters.

IN TINS—Mortadella Italian; Libby's Vienna.

CURED—Beef Bologna; Garlic Sausage; Frankfurters, imported; Frankfurters (domestic), large and small; Milwaukee Style Frankfurters; Mett Ring; Smoked Liversausage; Smoked French Gooseliver.

SNAILS, Imported

French Preserved Snails in tin; Snail Shells

TAMALES

FEATURED BRANDS

Milani's Chicken Tamale Petite.

Hamiltons Beef, Chicken and Enchiladas in bulk.

OTHER BRANDS

Derby in glass; Gebhardt's; I. X. L. Chicken; Mexican Style; I. X. L. Enchiladas.

TONGUE

BRANDS CARRIED

IN GLASS—Derby Lunch; Derby Sliced; Derby Deviled; Derby Ox; Derby Lamb; Libby's Lunch (lamb); Lamb's Tongue pickled (whole); Ox Tongue.

FEATURED BRAND

Hamiltons Boiled Tongue

MILK PRODUCTS

BUTTERMILK

ABOUT OUR FEATURED BRAND—Buttermilk came into existence centuries ago when an Arab rode across the desert with a goatskin bottle of milk fastened to his saddle. The constant jostling of his horse churned butter, so his surprise can be imagined when he saw, not milk, but butter and buttermilk in his goatskin bag at the end of his journey. Buttermilk is used principally as a beverage, although many fine cooks use it extensively in cooking. Knudsen's real churned buttermilk is rich in protein, which comprises nearly half of its food value. It ranks high in nutritive value, and is especially desirable for a reducing diet as it contains but little milk fat.

FEATURED BRAND

Knudsen's

CANNED MILK

WHAT IT IS — Canned milk is merely fresh milk with the water removed. The removal of the water in no way detracts from the nutritional qualities of the milk.

DIFFERENCE BETWEEN EVAPORATED AND CONDENSED MILK — Condensed milk is made by evaporating a combination of 60 per cent milk and 40 per cent sugar, while Evaporated Milk is made by evaporating 60 per cent of the water from whole milk.

FEATURED BRANDS

Lucerne, Carnation.

OTHER BRANDS

All Pure, Alpine, Borden's, Borden's Eagle.

CREAM WHIPS

WHAT IT IS—Cream Whip is a liquid, a few drops of which added to ordinary cream will make it whip like ordinary whipping cream.

BRANDS CARRIED

Sta-W'hip.

FRESH MILK

VARIETIES — *Pasteurized* milk is milk which has been heated to a temperature of 142 to 145 degrees Fahrenheit and held at that temperature for 30 minutes. This does not boil the milk; it simply heats it to a point where germ life dangerous to health is destroyed. Pasteurization takes nothing from milk nor does it add anything to it, except safety. Pasteurization is only one of many steps that have been taken to safeguard the quality of milk.

A PRIZE WINNER—One of the most significant features of Qualitee Dairy Products is the fact that Qualitee Grade "A" Pasteurized milk has won 14 out of the 16 scoring contests conducted by health authorities here in the past 10 years. This unusual record is indicative of the consistently high merit of all Qualitee Dairy Products—ice cream, milk, cream, cottage cheese, buttermilk, butter and eggs.

FEATURED BRAND

Qualitee.

FRESH CREAM

HINTS—When whipping cream be sure that the cream and various utensils used are ice cold. The best method is to have the cream dish setting on the ice while you are whipping. Be sure to whip vigorously and long enough to get proper results.

FEATURED BRAND

Qualitee.

MALTED MILK

WHAT IT IS—Malted Milk is milk combined with extract of malted grain reduced to a powder by the vacuum process.

BRANDS CARRIED

Ghirardelli's Chocolate, Horlick's, Thompson's Double, Toddy, Horlick's Malted Milk Tablets.

POWDERED MILK

BRAND CARRIED

Klim

QUALITEE

MILK
CREAM
BUTTERMILK

Pure Healthful Delicious

LUCERNE

The Name of One Of
California's Largest And Finest
Creameries Stands Behind This
High Quality Product

CANNED MILK

MINCE MEAT

WHAT IT IS — Mince meat is a highly seasoned pie filling. Good mince meat is made of the following: Apples, beef suet, seeded raisins, currants, citron, sugar, molasses and spices. Cheaper grades of mince meat usually do not contain the beef and suet.

HOW PACKED — Mince meat is put up both "wet" and "condensed". The wet is

sold in jars and in bulk from pails, while the condensed is usually packed in small cartons.

FEATURED BRANDS

HAMILTON'S Bulk; Heinz 1 and 2 lb. tins, 1 and 2 lb. glass. Lyons-Magnus in glass.

OTHER BRAND

Crosse & Blackwell.

NUTS

ALMONDS

GRADING—There are three grades of almonds: Paper shell, soft shell and hard shell. Both domestic and imported come in these three grades.

VARIETIES—There are two principal varieties of shelled almonds—the *Jordan* and the *Valencia*. The *Jordan* is oblong in shape, while the *Valencia* is pointed on one end and somewhat flat at the other. The *Jordan* is a better looking almond but the *Valencia* has a better flavor.

VARIETIES CARRIED

Shelled, in Shell, California salted, Jordan salted.

BRAZIL NUTS

WHAT THEY ARE — The Brazil nut is the seed of a gigantic tree growing in Brazil and some of the other tropical countries of America. The nuts grow inside of a hard round shell which averages about 5 inches in diameter and contains from 15 to 25 compactly arranged nuts.

VARIETY CARRIED

In shell

CASHEW NUTS

WHAT THEY ARE—The Cashew nut is a kidney shaped nut, a native of the West Indies and widely grown in other tropical countries.

CHESTNUTS

WHAT THEY ARE — The Chestnut is a nut which is grown all over the world and which has a great deal of nutritional value.

WATER CHESTNUTS—Are Chestnuts imported principally from China, which are used in the preparation of chop suey.

VARIETY CARRIED

In shell

COCOANUT

CANNED COCOANUT — Is prepared by grating or shredding the meat of the co-

coanut and canning it in its own milk, giving it the natural flavor of the fresh nut.

BRANDS CARRIED

Baker's Moist, in tin; Baker's in Milk, in tin; Dromedary 4 and 8 oz.; Bulk Shredded.

FILBERTS

WHAT THEY ARE—The filbert is a nut practically the same as the hazel nut. Without the husks on these two nuts it is impossible to tell them apart. Filberts, a corruption of the words "full beards" are the nuts which have fringed husks extending beyond the nuts, or full beards, while hazel nuts are the nuts which have hazels or hoods, shorter than the nuts.

VARIETY CARRIED

In shell

MARRONS

WHAT THEY ARE—Marrons are a special variety of Chestnut cultivated in France and Italy and are used in the making of various frozen and other fancy desserts, fruit salads, etc.

VARIETIES CARRIED

Cocktail, Fontaine, Glace, in Syrup, in Vanilla.

NUT BUTTERS AND PASTES

PEANUT BUTTER—Is made by grinding roasted peanuts to a paste and adding a little salt. It is very nutritious, containing the full food value of the peanut in an easily edible form. Since the composition of peanut butter is the same in all brands, one wonders why there is such a variance in prices. This is due to the quality of peanuts used in making the butter. The oil that gathers on the top of a tin of peanut butter is in no way indicative of poor quality and this should be mixed back into the butter when used.

ALMOND PASTE AND ALMOND BUTTER —Are made from ground sweet almonds

NUTS—(Cont.)

and sugar, after the extraction of almond oil. Almond butter is oily and buttery like peanut butter and is eaten like it, while almond paste, which is used in baking, is flaky and dry.

FEATURED BRANDS

Heinz Peanut Butter

OTHER BRANDS

Beechnut Peanut Butter in glass; Peter Pan Peanut Butter in tin; Almond Paste in bulk; Skippy Peanut Butter.

PEANUTS

INTERESTING GROWTH—It is interesting to know that the peanut plant is one whose nuts ripen under the ground instead of in the air.

VARIETIES—There are two varieties of peanuts — the *Virginia* variety, which is large and oblong in shape, and the *Spanish* variety is small and round in shape.

FEATURED BRAND

Planters Salted, pks. and lb. tins.

OTHER BRANDS

Jumbo Salted, Raw Peanuts in shell.

PECANS

VARIETIES—There are two kinds of pecans, the *paper shell* and the *hard shell*. The paper shell, or softer shell, is usually a much better quality than the hard shell variety.

VARIETIES CARRIED

Soft Shell, Shelled, Salted.

PINE NUTS

WHAT THEY ARE — Pine nuts, also known as pinon nuts, are the seeds of numerous varieties of the pine tree found in many styles and sizes.

PISTACHIOS

WHAT THEY ARE—The Pistachio is the kernel of the small, generally reddish, fruit of the pistachio tree, a member of the

cashew family and a native of Western Asia.

VARIETY CARRIED

Salted

WALNUTS

ABOUT OUR FEATURED BRAND—For almost a quarter of a century Lieb and Lieb have been growing choice walnuts. They grow only those varieties which contain practically none of that bitter element which is so common to the skin of ordinary walnuts,—especially those which have darkskins.

Under their "Imperial Pack" they put up their own special strain of Franquette, Mayette, Eureka, etc. These nuts are grown in the "Valley of Heart's Delight" on selected Royal Hybrid roots, originated by the Imperial Walnut Nursery. Pruning, fertilizing, irrigation, harvesting and packing are done in the most scientific manner possible.

FEATURED BRAND

L. & L. Eureka in shell. Mayette Budded, Franquette.

OTHER BRANDS

Willson Wonder in shell; Walnut pieces.

L. AND L.
IMPERIAL
BRAND
WALNUTS
AND WALNUT MEATS

For over a quarter century the Imperial Walnut Orchards, located in the "Valley of Heart's Delight," have been putting out the "Practically Perfect Pack."

IMPERIAL WALNUT ORCHARDS

Frank A. Leib, Mgr.
Box 175, Route 2 San Jose, Calif.



CERTIFIED

ANTONINI VIRGIN
ITALIAN OLIVE OIL

Every shipment officially certified free from refined, deodorized and other substitutes. Packed abroad and distributed in original sealed containers for 92 years.

James P. Smith & Company

NEW YORK

Established 1831

CHICAGO

OILS

OLIVE OIL

WHAT IT IS — Olive Oil is one of the oldest of all foods, as well as one of the most highly esteemed. It was a common food thousands of years before Columbus discovered America and is referred to in the Old Testament and in other early writings. The Greeks used it for food, for lighting and for sacramental purposes. The warriors 776 years before Christ anointed themselves with it after a bath.

Olive oil is obtained by pressing ripe olives, the process requiring care and long experience. The olives must be in just the right condition. The best oil is obtained from small-sized fruit in Southern France, from whence comes the famed Old Monk brand, from the Lucca District in Italy and from California. Usually the fruit is hand-picked, and the trees producing the better fruit growing on hill-sides.

Best quality in olive oil, like the Old Monk Brand, is always obtained by cold press. It is the first gentle pressing of carefully selected olives of the finest variety grown in the district of Nice, France that produces the highest grade of virgin olive oil.

The process of making olive oil is very similar to that of making wine. First of all, the olives must be of the very finest and well selected. Then they are gently pressed and the oil carefully handled. The oil is placed in glass tanks for settling, which eliminates the filtration process used in so many plants and which takes a great deal from the flavor of the olive oil.

GRADING — The first pressing produces the finest edible oil which is commercially known as "Virgin Oil." The second pressing requires more force and the oil has not as fine a flavor. The remaining paste is saturated with boiling water and pressed twice more, the oil from the third and fourth pressings being used for machine oil and for the manufacture of soaps. The water is later removed from the oil. It takes about 190 pounds of ripe olives to produce 15 pounds of edible or "Virgin Oil."

QUALITY TEST — The best test of olive oil is its color. That of a golden or straw yellow tint is best. It has a greenish hue it is either an inferior grade or it has not been well refined. When fresh and of good quality it is of sweetish, nutty flavor.

HOW TO KEEP—As olive oil is very sensitive to foreign odors it is best kept in

tight glass or metal receptacles. It should not be exposed to light, as this changes the color. Exposure to the cold makes it separate and gives it an undesirable appearance, while too much heat sometimes makes it rancid.

IMPORTED OLIVE OIL—Most olive oil is imported because there is a great demand for ripe olives and so it is better to use domestic olives in this way instead of crushing them for oil.

FEATURED BRANDS

Old Monk, glass, 2 oz.; Old Monk, glass, 4 oz.; Old Monk, 8 oz. glass; Old Monk, 16 oz. glass; Old Monk, decanter; Old Monk, ½ pint tins; Old Monk, tin, pint; Old Monk, tin, quart; Old Monk, tin, ½-gallon; Old Monk, tin, gallon; Antonini, ½ pts.; Antonini, pts.; Antonini, qts.; Antonni, ½ gal.; Heinz (in glass).

OTHER BRANDS

Famico, Sylmar (in tins and glass)

COOKING OR SALAD OILS

WHAT THEY ARE—There is a great variety of cooking oils on the market, extracted from various sources, but the two principal kinds are *corn oil* and *cottonseed oil*.

CORN OIL—Which is obtained from the germ of the kernel of the Indian corn has a burning point of 650 degrees Fahrenheit which makes it possible to heat it to as high as 600 degrees before putting in food for frying. The hot oil instantly seals in the food juices, retaining flavor and aroma, the food being cooked in its own juice instead of becoming saturated with grease.

In 1857 so much cotton seed was disposed of by dumping it into streams that an ordinance was passed by the State of Mississippi providing for a fine of \$200 for throwing cotton seed into any stream used for drinking or fishing purposes. Indeed many an ante-bellum cotton gin was set up on the bank of a stream so that the seed could be washed away.

BRANDS CARRIED

Amaizo, Mazola, Wesson.

SESAME OIL

WHAT IT IS—Sesame Oil is a newly developed salad oil produced from Sesame seeds. Sesame seeds come from the Sesame plant which is cultivated in Oriental countries.

FEATURED BRAND

Globe A1

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The advertisement features a central illustration of an olive grove. At the top, a shelf holds several small bottles of the product. Below this, a large can of 'Old Monk Olive Oil' is displayed within a decorative frame. The can's label includes the text: 'FRANCE', 'Old Monk', 'Olive Oil', 'VIRGIN', 'FINEST EXTRA-VIRGIN', 'A REVELATION IN PURE OIL', 'NICE FRANCE', 'OLD MONK OLIVE OIL CO.', 'NEW YORK, N.Y. AND LONDON', and '100 COUNTRIES THE BEST'. To the left of the can, the word 'FINEST' is written vertically. To the right, 'IMPORTED' is written vertically. Below the can, a bottle of the oil is shown. Overlaid on the olive grove background is the text 'Certified Virgin Olive Oil' in a cursive script. In the bottom right corner of the illustration, there is a circular portrait of a man with a beard, wearing a monk's habit.

From the famous Olive Groves
of Nice, France.

ENJOY TEMPTING SALADS

WITH THIS **GOLDEN OLIVE OIL** FROM
THE SUNNY SLOPES OF SOUTHERN FRANCE

Read the story on opposite page and learn why "Virgin"
Oil is the finest grade of Olive Oil!

Old Monk CERTIFIED VIRGIN PURE
OLIVE OIL

THE WORLD'S FINEST OLIVE OIL

The "OLD MONK BRAND" also identifies the best in French Dressing,
Russian Dressing, Queen Olives, Chutney and Maraschino Cherries

PAPER PRODUCTS

BAGS—PAPER

SIZES CARRIED

$\frac{1}{4}$, $\frac{1}{2}$, 1, 2, 3, 4, 5, 6, 8, 10, 12, 14, 16, 20, 25, 30, 35.

BAGS—SHOPPING

Paper

CARTONS

VARIETIES CARRIED

Cottage Cheese containers with handles, $\frac{1}{2}$ pt., pint, quart. Round Waxed, $\frac{1}{4}$, $\frac{1}{2}$, and 1 pint, quart.

COOKING PAPER

BRAND CARRIED

Patapar in squares.

CUPS

BRANDS CARRIED

Dixie, Lily and bulk; Nut Cups (white and colors) in small, med., large; Salad Cups with lids, $\frac{1}{4}$ and 1 pint; Coffee Cups in pkgs. of 7 and 12.

DOILIES

Round in 4 to 24 inch sizes.

JULEP STRAWS

Soda Sippers.

MISCELLANEOUS

Filter Sheets for Drip Coffee
Chop Holders, Hostess Table Cloths
Wash-up kits, Lunch Sets
Plain and Colored Plates; Saniforks; Soda Sippers; Paper-Shopipng Bags; Small Tea and Sanispoons; Patapar Cooking Paper.

NAPKINS

Dennison Linen Style, Hostess, Colored; Cambray White.

PLATES

VARIETY CARRIED

Plain and Colored

SOUFFLE CASES

5 sizes and colors, 3 sizes and colors



Per
Roll
10c, 25c
and
45c

100 foot rolls, use around left-over foods, foods in the refrigerator, for cake tin lining.

The Quality Waxed Paper of Many Uses

SHELF PAPER

Flat sheets, Plain in 50 and 100 ft. rolls, Porcelain 14x25 ft. in blue, white, green and yellow, Glazed in rolls (4 colors.)

TEA TOWELS—CLOTH

Drywell Brand extra fine soft material, hemmed all around, absorb water rapidly and generous size. Absolutely free from lint; come in assorted colors, 3 in pkg.

TOILET PAPER

BRANDS CARRIED

A. P. W. Square Medicated, A. P. W. Rolls, Golco, Scottissue, Waldorf, Zalo in colors, Fort Orange.

TOWELS

BRAND CARRIED

Scott Tissue Rolled Towels and holders.

WAXED PAPER

FEATURED BRAND

Rap-in-Wax.

OTHER BRANDS

Delicatessen (heavy), Bakery, Cut Rite 40 ft. roll.

The Name De Rocco

on

MACARONI

SPAGHETTI

and

NOODLES



Is Your Assurance of
Highest Quality

PASTE FOODS

MACARONI

FEATURED BRAND

De Rocco, Milani's Italian Style, Heinz Canned.

OTHER BRANDS

Woodcock pkg. and elbow, Bulk, French.

NOODLES

WHAT THEY ARE—Noodles consist of wheat flour pressed through rollers into large, thin sheets, cut into various sizes and forms by a special machine, and then carefully and thoroughly dried.

FEATURED BRANDS

De Rocco, Milani's Chicken Noodles; Mrs. Weber's.

OTHER BRANDS

Chow Mein (in cans), Mandarin Chop

Suey Noodles, Woodcock fine and broad.

PREPARED SPAGHETTI

FEATURED BRANDS

Heinz small, large; Milan's in glass; Hamiltions.

OTHER BRANDS

College Inn Spaghetti Mussolini, Franco-American.

SPAGHETTI

WHAT IT IS — Spaghetti is generally made from the same ingredients as macaroni, the only difference being in its shape and size.

FEATURED BRAND

DeRocco

OTHER BRANDS

Woodcock, French, Au Gourmet Imported.

PET PRODUCTS

BIRD FOOD

VARIETIES CARRIED

Canary Seed, Gravel, Bird-E-Ration, Songster Bird Food.

DOG FOOD

BRANDS CARRIED

Bennett's Milk Bone Puppy; Dog and Juniors, Spratt's Dog (pks., sacks), Spratt's Fibo, Puppy and Ovals, Ken-L-Ration.

Pup-E-Ration, Dr. Ross Dog and Cat Food, Victory Dog and Cat Food, Kennel King.

CAT FOOD

BRANDS CARRIED

Kit-E-Ration, Spratt's, Dr. Ross.

DOG SOAP

BRAND CARRIED

Clayton's Dog Flea.

PRESERVING SUPPLIES

FRUIT JARS

FEATURED BRAND

Kerr ½ pts.; Kerr Self Seal Regular, pts., qts.; Kerr Self Seal Wide Mouth, pts., qts.

OTHER BRANDS

Mason, pts., qts.; Presto, Glass Top, ½ pts., pts., qts.

JAR RUBBERS

BRANDS CARRIED

Presto, Cupples Regular and Wide, Mason Jar Rubbers.

JAR TOPS

FEATURED BRAND

Kerr Lids and Rings, regular and wide mouth.

OTHER BRANDS

Economy, Presto, Presto Aluminum Bands, Mason, Schram.

JELLY GLASSES

6 and 8 oz. squat and tall

PECTIN PRODUCTS

BRAND CARRIED

Certo

WAX

VARIETIES CARRIED

Bee, Parowax, Wax Sealing String.



We
recommend

**KERR
JARS**
and
CAPS

HAMILTONS

features

Hage's

EL REY

(caterers')

ICE CREAMS and ICES

You will find it expresses that higher quality that you expect in all foods from

HAMILTONS

Always a wide variety of choice flavors at the fountain

Carry-out packs available at the fountain for taking home your favorite flavor -- any quantity

Prompt deliveries made without charge in San Diego, Loma Portal, La Jolla and Coronado



See our
advertisement
of
Frozen Dainties
on page 7



PRESERVES

Fruits Used in Preserves and Jams

Preserves and Jams may be made from either fresh fruit, canned fruit, or a mixture of both, and be properly labeled "preserves" or "jam." However, unless fresh fruit alone is used, the product may not be labeled "fresh fruit preserves."

Syrups Used in Preserving Fruits

Most jams, jellies and preserves are preserved with ordinary cane sugar syrup but some are preserved in corn syrup; if so, they must be known by the title of "corn syrup jams," "corn syrup jellies" or "corn syrup preserves."

Apple Base Preserves

Apple base preserves are those to which apples or apple juice are added, and this fact must be stated on the label. If the apple content is more than 50 per cent the word "apple" must appear before the name of the other fruit used in the preserves; but if the apple content is less than 50 per cent the word "apple" may appear after the name of the other fruit.

APPLE BUTTER

WHAT IT IS—Apple Butter is made of crushed apples, spices and various other ingredients, and is to be distinguished from apple sauce which is merely made from apples cooked with sugar.

FEATURED BRAND

Heinz 1 and 2 lb.

BAR LE DUC

WHAT IT IS — Bar Le Duc Jelly is a preserve, wrongly called by the title of "jelly," made in the little town of Bar Le Duc, France, from currants raised there, the seeds of which have been removed. The "specialty" of this jelly is that the berries remain whole.

VARIETIES CARRIED

Red and White

JAMS

JAMS DEFINED—Jam is a preserve made from fruits having a pulpy consistency and cooked without regard to preservation of the shape of the fruit, differing from preserved fruits, or preserves, which retain in some measure the original forms of the fruit, and from jellies which are distinguished by the removal of the pulpy tissues and are also generally more solid in body.

PROPORTION OF FRUIT AND SUGAR—All articles labeled "jams" must contain at least 45 per cent fruit and the rest sugar. However, less than 45 per cent of fruit may be used if the exact formula of the contents is stated on the label.

FEATURED BRAND

Crosse & Blackwell Imported—16 oz. jars, Apricot, Black Currant, Blackberry,

Cherry, Green Gage Plum, Gooseberry, Damson Plum, Peach, Raspberry, Red Currant, Strawberry.

OTHER BRANDS

Morton's—Black Currant

Passion Fruit Jam

Robertson's Imported—16 oz. Jars, Apricot, Bramble, Black Currant, Strawberry.

Rosario—Peach jam.

JELLY

JELLY DEFINED — The Government defines jelly as "The clean, sound, semi-solid, gelatinous product made by concentrating to a suitable consistency the strained juice, or the strained water extract, from fresh fruit, from 'cold pack' fruit, from canned fruit or from a mixture of two or of all these, with sugar (sucrose)"

FEATURED BRANDS

Crosse & Blackwell—Calves Foot.

Tea Garden—8 oz. glass, Apple, Apple-Lemon, Blackberry, Crabapple, Currant, Grape, Guava, Loganberry, Mint, Plum, Quince, Raspberry, Strawberry, Youngberry.

OTHER BRANDS

Robertson's—16 oz. jars, Black Currant, Red Currant, Wild Bramble.

Miscellaneous—Florida Guava, Florida Papaya, Passion Fruit, Rosario Guava, Cuban Guava Paste, Wilson's Guava Paste, Guasti Mint.

Keeler's Bramble Jelly, Rosario Grape Jelly, Rosario Youngberry Jelly, Welch Grape Jelly.

MARMALADE

WHAT IT IS—Marmalade is a preserve made from thinly sliced rind fruits, such as orange, grapefruit, figs, etc., and includ-

PRESERVES—(Cont.)

ing all or part of the rind. It got its name from "Marmelo," Portuguese word for Quince, from which fruit marmalade was originally made.

FEATURED BRAND

Richelieu Tomato Marmalade.
Morton's Orange, Morton's Lime.

OTHER BRANDS

Robertson's Imported — Golden Shred Orange, Silver Shred Scotch, Tangerine.
Crosse & Blackwell Imported.
Rosario—Orange
Ward's—Orange, Orange and Pineapple.
Misc. Imported—Dundee Scotch, Goldfish.
Misc.—Tea Garden, Welch Grapeland, Bulk Orange.
Imperial—Orange.

PRESERVES

PRESERVES DEFINED — Preserves are whole or pieces of fruit preserved in a thick syrup with the idea of retaining their natural shape as nearly as possible, as distinguished from jams which are cooked up

with no intention of preserving the original shape of the fruit. The Government states that all articles to be labeled "preserves" must contain at least 45 per cent fruit and the rest sugar.

NOTE—The preserves listed here are the preserves generally eaten in the sense of a jam or jelly. Preserved fruits eaten in the sense of a fruit are listed under "fruits."

FEATURED BRAND

Tea Garden—Apricot, Apricot-Pineapple, Bing Cherry, Blackberry, Figs (whole), Peach, Raspberry, Royal Ann Cherry, Strawberry, Tomato, Black Currant, Youngberry.

OTHER BRANDS

Medley Fresh Fruit, Imperial Lime, Ungemach's Strawberries in syrup, Millar's Whole Fruit, Wellman's Strawberries, Guava Paste, Papaya Preserves, Grape Porto, Wilson's Sliced Mangoes.

WINE JELLIES

FEATURED BRAND

Guasti—Port, Mint.

PUDDINGS

FIG PUDDING

WHAT IT IS—Fig Pudding is a delicious pudding made mostly from ripe figs, spices and other choice ingredients blended to produce a very fine flavor.

FEATURED BRAND

Heinz, small, medium, large, in tins.

PLUM PUDDING

WHAT IT IS—Canned plum pudding is a luscious dessert which, queerly enough, contains no plums, but is made up of rich spices, raisins, currants and citron.

FEATURED BRANDS

Hamiltons (in season); Heinz small, medium, large.

INTERESTING INFORMATION ABOUT PIN MONEY PICKLES

Sweet Mixed Pickle contains all varieties, consequently a choicer assortment than is usually found!

Chow Chow is practically the same as Sweet Mixed, to which is added a sweet mustard dressing.

Hot Stuff—a ruby relish of fine texture and delicious taste, made of the choicest cauliflower, mangoes, onions, young cabbage, green tomatoes, sweet peppers and hot peppers, all finely chopped, mixed under expert supervision, seasoned with the finest spices, and cooked in aged apple juice.

Picalilli Relish is prepared for those who like Hot Stuff not so hot!

Cauliflower—Little amber clusters of wholesome goodness brewed in "Pin Money" vinegar.

Watermelon Cubes—One of the spiciest

quaintest and rarest of Mrs. Kidd's famous pickles . . . Crystal clear rind with a bit of rich, red meat clinging to each uniform cube.

Cucumber Slices—Relatively small cucumbers sliced in half, and of the same flavor as the chips.

Tiny Tim Gherkins are the smallest whole gherkins on the market. Count 450 to 500 to the gallon, and size may be determined by referring to the price list.

Sour Midget Gherkins—There are 350 of these little fellows to the gallon, prepared in old English malt vinegar. Are one of the two sour varieties. Tender, spicy, and truly delightful!

Sour Cocktail Onions—No bigger than the end of your little finger! Firm, snowy white, cooked in white wine vinegar and aged in spices.

RELISHES

CHOW CHOW

WHAT IT IS—Chow Chow is a trade name for chopped pickles mixed with prepared mustard. The name was borrowed from the Chow Chow of the Chinese, which is a mixture of chopped ginger, orange peel and several other ingredients, with syrup.

FEATURED BRANDS

*Crosse & Blackwell, 10 $\frac{3}{4}$ oz., 22 oz.
Heinz, 12 oz., Pin Money.*

CHUTNEY

WHAT IT IS—Chutney is a highly seasoned relish originally made in India, prepared from a mixture of mangoes and many other items such as tamarinds, raisins, ginger, spices, etc.

CHUTNEY DRESSING—Sun Brand Chutney is now being used with French Dressing and Mayonnaise Dressing. This combination is finding increasing favor with lovers of fine salads.

SUN BRAND CHUTNEY RECIPES:

Bengal Sandwich

Mince half a pound of cold roast beef or beefsteak, season with pepper and salt and spread between slices of buttered bread (unbuttered, if preferred) with a layer of chutney over the meat.

The P. & O. Curry Dish

Peel and core two apples and slice finely and with two onions. Melt one ounce of butter in a stewpan, put in the apple and onion and fry a good brown. Mix one tablespoon curry powder and one of flour with a little stock or gravy and add to the stewpan, stirring all the while. Let it simmer a few minutes, and if too thick add more stock.

Take the meat or chicken to be curried, neatly jointed and parboiled, add to the stewpan and let simmer until tender, then stir in two tablespoons chutney.

In serving, place curry in center of dish with a wall of boiled rice around it (or mashed potatoes, if preferred) and garnish with fried tomatoes and chutney.

FEATURED BRAND

Sun Brand Major Grey's Full Quart 34/36 oz. net. Full pint 17/18 oz. Net.

OTHER BRANDS

Major Grey's "Green Label", 8 $\frac{1}{2}$ oz., 13 oz., Mme. Sherry's.

HORSE RADISH

WHAT IT IS—The Horseradish is a huge root vegetable having a very pungent and

peppery taste. When used as a relish it is ground and mixed with vinegar.

FEATURED BRAND

Heinz Evaporated, large and small.

OTHER VARIETIES

Horseradish Mustard, Fresh in bottles

OLIVES—GREEN

WHAT THEY ARE—Green Olives, or Queen Olives, are olives which have not been allowed to ripen on the tree and which are picked when green and pickled in vinegar. The fruits for pickled green olives are gathered when they have attained full size but before the final ripening commences. They are assorted according to size and quality, then washed and placed in a solution of lime and potash to remove their bitter taste. Then comes washing in water to remove the caustic flavor of the solution, then the pickling, the process varying according to the various localities. Some use brine only, or salt and vinegar mixed. Others add fennel and thyme or coriander, laurel leaves, etc. They are distinguished from ripe olives which are allowed to ripen on the tree and preserved under an-



The Famous East Indian Condiment, Relish, Sauce and Pickle. Sold throughout the world . . . 38 years steadily on sale in U.S.A.

ORIGINAL SUPERIOR SUN BRAND MAJOR GREY'S CHUTNEY

Also Other Mixtures
Col. Skinner's, Bengal
Club and Sweet Sliced
Mango. All renowned
for high quality

Spicy, sweet, medium
hot. Distinctive flavor.
A wonderful appetizer
with fowl, roasts, cold
meats, sea foods, salads
and cheese. Excellent for
COCKTAIL Sandwiches
and for hors d'oeuvres.
Makes a delicious dress-
ing for avocado (alligator
pear) and other salads.

SUN BRAND Chutnies
are manufactured with
only the finest ingredi-
ents and bottled in In-
dia (under the most hygienic conditions).
In original full quart and full pint bottles.

Ask for **SUN BRAND** leaflets containing
interesting recipes for Chutney and Curry
dishes.

Try **SUN BRAND** Curry Powder. (None
better.)

RELISHES—(Cont.)

other process. Green olives are used essentially as a relish, while ripe olives are used as a relish and as a food. Practically all green olives are imported from Southern Europe and Spain. The reason ripe olives are not packed in Spain is that they cannot bring the olives to maturity on account of the losses they would sustain through the Mediterranean olive fly which attacks the fruit. This pest is unknown in California where the world's supply of ripe olives is grown and prepared.

FEATURED BRAND

OLD MONK QUEEN—In glass, 6, 7½, 10, 16, 26 oz.; Spanish Stuffed, 26 oz.

OLD MONK STUFFED—In glass; Small Olives, 3½, 6 oz.; Large Olives, 10, 16 oz.; 26 oz. bbls. ½ stuffed; 23 oz. bbls. half Queen. Triple stuffed with almond, piemento, onions.

Rivoli stuffed with anchovies, onions, pignoles.

MISCELLANEOUS—Spanish stuffed with Anchovies, Olive Farcies, stuffed with Truffle and Caviar, Queen in bulk, Mixed Queen and Stuffed 10 oz. Van Dyk Stuffed.

OLIVES—RIPE

WHAT THEY ARE—The ripe olive is the fruit of the olive tree which has been allowed to ripen on the tree and prepared in the following manner: After being graded, the olives are placed in curing vats in which they are subjected to a mild alkaline treatment lasting about a week. This process brings out a bland, nut-like flavor in the fruit due to the presence of the natural olive oil content, which is about 22 per cent. The fruit is then placed in a light brine and allowed to remain there for about a week. This brine brings out the flavor of the ripe olive and adds a slightly piquancy. The olives are then ready to be canned.

VARIETIES—There are four principal

varieties of ripe olives: The *Mission*, having an oil content of about 25 per cent; the *Manzanillo*, with oil content of about 16 per cent; the *Sevillano*, with oil content of about 10 per cent and the *Ascolano*, also having an oil content of about 10 per cent. The first two named are richer in flavor and oil; the last two are larger in size. The *Mission* and *Manzanillo* varieties comprise about 90 per cent of the total output.

SIZE GRADING—Olives are priced according to size, the larger the olive the higher the price. The accompanying chart shows the different sizes of olives and their designation. The *Mission* and *Manzanillo* varieties come only in the small, medium, large, extra large and mammoth sizes, while the *Sevillano* and *Ascolano* olives come only in the giant, jumbo and colossal sizes.

FEATURED BRANDS

GIFFORD'S ASCOLANO—In tins, Jumbo, No. 1, No. 2½, Blue Label; Jumbo No. 10; Colossal No. 1, No. 2½, Purple Label; Extra Special, No. 2½, Gold Label.

POINT LOMA—In tins—Mastodon, No. 1, No. 2½; Titanic, No. 1, No. 2½.

OTHER BRANDS

No. 10 tins; Bulk; Maywood Super Colossal.

OLIVE BUTTER

WHAT IT IS—Olive Butter is made of Queen Olives and sweet red pepper, properly seasoned with various spices.

Olive Mince is made of minced olives deliciously seasoned. It makes fine sandwiches.

FEATURED BRAND

Grandee Olive Butter

ANOTHER BRAND

Alber's Olive Mince

ONIONS

A DELICACY—Pickled small white pearl onions are a very choice table delicacy. It is in this form that the very versatile onion really comes into its own.

FEATURED BRANDS

Heinz Small Select; Sweet, Sour, in glass; Pin Money Sour Cocktail.

OTHER BRANDS

Pearl, Dutch Pearl; Crosse & Blackwell 6½ oz.; Imported Pearl.

PICCALILLI

FEATURED BRAND

Pin Money.

OTHER BRANDS

Crosse & Blackwell, in glass.

13 Delicious Varieties
of

Pin Money
Pickles

AMERICA'S FINEST!

WHEN YOU CRAVE OLIVES

You Naturally Crave For Those

Big, Black, Velvety Fellows

GIFFORD'S ASCOLANO OLIVES



ARE THE FINEST AND MEATTEST OLIVES

Grown in California

GIFFORD OLIVE WORKS
SAN DIEGO

RELISHES—(Cont.)

PICKLES

BEST FOODS BREAD & BUTTER PICKLES—
The popularity of Bread and Butter Pickles grew because of word-of-mouth advertising. Mrs. Cora Fanning of Streator, Illinois, first made them in her own kitchen to an old family recipe. She served them on bread and butter, hence their name. The name is copyrighted and only Best Foods may rightfully call their pickles "Bread & Butter Pickles."

FEATURED BRANDS

Heinz—In glass — Fresh Cucumber, Sour Gherkins, Sweet Mixed, Sweet Gherkins, Sweet Midgets, Sweet Mustard.

Pin Money—In glass—Baby Melons, Bur Gherkins, Melon Mangos, Tiny Tins, Sour Mixed Gherkins, Cucumber slices, Sweet Mixed Pickles, Hot Stuff, Chow-Chow, Sour Cocktail Onions, Cauliflower, Watermelon. Best Foods Bread and Butter Pickles.

OTHER BRANDS

Miscellaneous—In glass—German Picklettes, Luncheon, Raffetto Medley, Stuffed Sweet, (tin), Cucumber Rings, Cucum-

ber Rings Stuffed with Orange, Cucumber Rings stuffed with onions; President Sweet Pickle Chips in tins; Cresca Cucumber Slices, Raffetto, Nesselro, Home-Made Tomato Pickles, Madame Sherry Picklettes, Mrs. Conley's Luncheon Pickles.

Bulk Pickles—Dill, Sweet Midgets, Sweet Mixed, Pickled Figs.

Crosse & Blackwell—Branston, Sweet Gherkins, Pickled Walnuts.

RELISH

FEATURED BRAND

India Relish.

OTHER BRANDS

French Vegetable Relish, Raffetto Harlequin Relish, Vegetable Relish.

WATERMELON PICKLES

FEATURED BRANDS

Mrs. Conley's—Melon Strips, Sweet Spiced Watermelon. **Pin Money.**

ANOTHER BRAND

Cresca Watermelon Salad Rings Bridge Assortment. Tea Garden Watermelon Pickle.

Best Foods

NUCOA
MAYONNAISE
1000 ISLAND DRESSING
RELISH SPRED
FRENCH DRESSING
HOME STYLE SALAD DRESSING
HORSERADISH MUSTARD
BREAD AND BUTTER PICKLES

Borden's Fine Cheeses

AMERICAN
SWISS
PIMENTO
BRICK
LIMBURGER
 $\frac{1}{2}$ and $\frac{1}{4}$ pound packages

**BLUE
MOON**

AMERICAN
PIMENTO
LIMBURGER
ROQUEFORT
CAMEMBRIE

Schlitz

The Beer
That Made Milwaukee Famous

• • •

Simon Levi Company, Ltd.

San Diego, California

Phone

Franklin 2750

SALAD DRESSINGS

FRENCH DRESSING

WHAT IT IS—French salad dressing is an olive oil dressing usually consisting of four measures of olive oil mixed with one measure of vinegar, seasoned with salt and pepper and sometimes other spices. A little onion juice is also added by some manufacturers.

ESPIQUET (S-P-K)—Espiquet is a new French dressing made by the Price Flavoring Extract Company of Chicago. Carefully refined oils and selected spices go into its composition. The proportions used, as well as the methods applied in blending these spices, are a secret formula. The whole concoction is whipped into a creamy consistency by a special electrical process.

ROQUEFORT ESPIQUET SALAD DRESSING—To each cup of *Espiquet* add $\frac{1}{4}$ cup Roquefort cheese. Beat the cheese until creamy, gradually working in the dressing. Serve immediately.

FEATURED BRANDS

Old Monk; Espiquet (S-P-K); Kraft.

OTHER BRANDS

You-All French, Slender Sal; Silhouette Non-Fattening.

MAYONNAISE

WHAT IT IS—Mayonnaise is a salad dressing prepared from eggs, some salad oil such as cottonseed oil or olive oil, vinegar and spices. The Bureau of Chemistry, U. S. Department of Agriculture, has ruled that salad dressing, if made with oil, must be labeled to indicate the kind of oil used unless that oil is olive oil. It has also ruled that the word "mayonnaise" cannot appear anywhere on the package unless eggs are used.

BEST FOODS MAYONNAISE—Is made of fresh ranch eggs broken from the shell, salad oil refined the day before it is used, extra fancy vinegar, carefully blended spices. Contains no added water, no fillers, no artificial color. Sold in sanitary sealed crystal jars. Endorsed by Good Housekeeping Institute.

Mayonnaise is the all-purpose dressing. May be used "as is" in countless salads and sandwiches.

FEATURED BRANDS

Hamiltons; Battle Creek "No Fat"; Kraft Miracle Whip; Mayonnaise; Best Foods Gold Medal; Silhouette Non-fattening.

SALAD DRESSINGS—(Cont.)

MISCELLANEOUS
SALAD DRESSING

BEST FOODS RELISH SPRED—Blended to serve as a complete filler for sandwiches. Goes perfectly with meat and fish salads. May be spread on crackers as an appetizer. Good for stuffing celery and eggs. Add finely chopped onions and you have an excellent fish sauce or Tartar Sauce.

FEATURED BRANDS

Hamiltons Thousand Island; Old Monk Russian Dressing; Heinz Sandwich Spread; Heinz Salad Cream; Sun Brand Major Grey's Chutney, Full Qts. 34/36 oz. net, Full Pts. 17/18 oz. net, Best Foods Relish Spread, Kraft Miracle Whip.



OTHER BRAND

Durkee.

UNUSUAL SALAD RECIPES

Using Certified Pure Virgin Old Monk Olive Oil

"Old Monk" Surprise Salad

Peel a medium sized ripe tomato. Scoop out the inside from the bottom. Fill with chopped oranges. Lay your tomato on a ring of pineapple and lettuce leaves. Mayonnaise dressing on the side.

"Old Monk" Waldorf Salad

Lettuce, apples, celery, chopped nut meat. Mix well with mayonnaise.

"Old Monk" Shrimp Surprise

Turn the contents of a can of shrimps into a bowl and set in the ice for two hours. Arrange the shrimps on crisp lettuce leaves and pour a mayonnaise dressing over them.

"Old Monk" Lettuce and Tomato Salad

Peel and chill tomatoes, cut in halves; arrange on leaf lettuce. Serve with mayonnaise dressing.

**"Old Monk" Walnut and Apple Salad**

Line bowl with lettuce leaves, cut small pieces of raw apples and celery and mix with chopped boiled English walnuts, cover with mayonnaise, serve at once.

"Old Monk" Lansdale Salad

Heart of lettuce stuffed with celery cut Julienne. Red peppers. Mayonnaise.

"Old Monk" Chicken Salad

Cut cold boiled fowl or remnants of waste chicken in cubes, and marinate with French dressing. Add celery cut in cubes. Serve in a salad dish and cover with mayonnaise. Garnish with hard-boiled eggs. Set in refrigerator to chill.

"Old Monk" California Salad

Heads of lettuce, pineapple, oranges, string beans, decorated with cherries. Mayonnaise.

SAUCES

A. I. SAUCE

WHAT IT IS—A. 1 Sauce is a delicious sauce made from a selection of choice fruits, vegetables and just enough spice, herbs and vinegar to round out a perfect flavoring. Brand, the originator of the secret formula for A.1. Sauce, was chef to King George, Fourth, of England. History tells us his royal Majesty was a real epicure and Brand ever diligently experimented to

prepare some dish or food flavoring which might gain the particular favor of the King. For many years Brand worked on a sauce for meats, fish, game, fowl and other foods.

One day having hit the combination that pleased his own discriminating taste, he presented it to the King to pass judgement on the fruits of his many years of effort and experiment. When his Majesty tasted

SAUCES—(Cont.)

the new sauce he exclaimed, "Brand, this sauce is A.1."

CATSUPS

TOMATO CATSUP — Is made from ripe and sound tomatoes crushed to a pulp and mixed with spices, sugar and vinegar and boiled down to a desired consistency.

WALNUT CATSUP—Is made from green walnuts picked when still tender enough to be pierced by a pin.

FEATURED BRANDS

Heinz Tomato, Prattlow Tomato

OTHER BRANDS

Snider's Tomato; Crosse & Blackwell Mushroom, Walnut.

CHILI SAUCE

WHAT IT IS — Chili Sauce is made of peppers, green or red ripe tomatoes and various spices.

FEATURED BRAND

Heinz

OTHER BRANDS

Las Palmas, Millar's President.

CHINESE SAUCES

BRAND CARRIED

Mandarin Chop Suey Sauce, Mandarin Soy Sauce

DESSERT SAUCES

FEATURED BRANDS

Whitman's Chocolate Sauce, Whitman's Butter Scotch Sauce.

MUSHROOM SAUCE

MUSHROOM GRAVY—or sauce should be chosen for its flavor and consistency. A true Mushroom Gravy is made from tomatoes for a base and combined with liberal portion of choice beef, mushroom, olive oil also spices, celery, onion, etc. Blended properly for a mild flavor and thick consistency.

COMPANIONS

FOR QUICK, EASY MEALS



The Best Costs So Little





"A Wholesome Relish"

"Delicious with meats, fish, game, soups, tomato juice, beans, cheese, etc. Also a valuable flavor in cooking."

FEATURED BRANDS

Fontana's Mushroom Gravy, Milani's Mushroom Sauce.

OTHER BRANDS

C. & B. Brand; Chapala, I. X. L.

SAUCES, GENERAL

ANCHOVY SAUCE is composed of finely ground anchovies, which are highly seasoned and salted. It is used as a flavoring sauce for boiled fish, canapes.

FEATURED BRANDS

Heinz Beef Steak, Mustard, Cresta Blanca Hard Sauce, Crosse & Blackwell Anchovy, Sun Brand Major Grey's Chutney. Full Quarts 34/36 oz. net, Full Pints 17/18 oz. net. Hamilton's Tartar Sauce.

OTHER BRANDS

Kitchen Bouquet, House of Parliament, Harvey Sauce, McDonald's Burnt Onion, Royal Mint, Snider's Oyster Cocktail, Truffle, Brandy Hard Sauce, C. & B. Mint, C. & B. Anchovy, Maggi's Seasoning.

TABASCO SAUCE

FEATURED BRAND

McIlhenny's Tabasco.

TOMATO SAUCE

WHAT IT IS — Tomato sauce is made from the juice of tomatoes and is to be distinguished from tomato catsup which is made from the puree of tomatoes combined with vinegar, spices, onion juice, etc.

FEATURED BRAND

Point Loma

WORCESTERSHIRE SAUCE

WHAT IT IS—Worcestershire sauce is a very pungent dark-colored sauce usually made from the following ingredients: Soy, tamarind pulp, vinegar, onion juice, lime juice, garlic, chili peppers.

FEATURED BRAND

Lea & Perrins.

SMOKING SUPPLIES

No need to make an extra trip when you can order smokes with your groceries. You will find the popular brands stocked by Hamiltons always in a fresh condition.

SACKETT PRODUCTS—Sackett products have been produced and sold for many years to discriminating smokers who desire to retain the full pleasure of smoking fine tobacco without the injurious after effects of nicotine. According to the Encyclopedia Britannica "The nicotine determines the strength of the tobacco but not its flavor or aroma."

Sackett's smoking tobacco is made from a famous English blend of finest imported and domestic tobaccos: Turkish, Luley, Virginia and Eastern Carolina tobaccos; blended with exceptional skill and flavor with 12 year old Boston rum. The nicotine content in Sackett's products is less than 1%.

CIGARS

GARCIA VEGA CIGARS—Since 1882 . . . the firm of Garcia & Vega has been engaged in the making of fine Havana Cigars . . . for over fifty years its brands have been accepted as the standard of quality and excellence.

The best selections of each Cuban crop . . . fully cured and properly blended . . . are imported to the ideal conditions of the Garcia & Vega Factory in Tampa, Florida. Here the tobacco is manufactured in bond into a variety of sizes and shapes by experienced Spanish Hand Workmanship.

FEATURED BRAND

Hamiltons — Panatellas, Invincibles, 5 o'clock.
Garcia Vega.

OTHER BRANDS

Santa Fe—Patties, Expo Special, Invincible, Biltmore, Panatella.

Garcia y Vega
EST. 1882
THE BONDED
HAVANA CIGAR

Made by Garcia y Vega, Havana

lago Clear Havana.

Sanchez and Haya—5 o'clock, William Penn, Robert Burns, Garcia Grand, White Owl.

SACKETT DE-NICOTINED CIGARETTES

Virginia and Turkish Blend.

CIGARETTES

Camels, Old Gold, Lucky Strike, Chesterfields, Marlboro, Spuds, Melachrino, Kools, Herbert Tayerton, Phillip Morris.

SACKETT DE-NICOTINED CIGARS FEATURED BRAND

Style: Corona, Perfecto, Panatelas, Junior, Nu-Fives.

SACKETT PIPE TOBACCO

FEATURED BRAND

5 oz. and 1 lb. tins.

DON'T

FOOL YOURSELF

NICOTINE'S
A POISON

Now you can Smoke

SACKETT'S
De-Nicotined

CIGARS, CIGARETTES,
PIPE TOBACCO

Manufactured by the
BONDED TOBACCO COMPANY
New York

SOUPS

BEEF EXTRACTS

WHAT THEY ARE — Beef extracts are made by cooking lean beef in vacuum kettles, then straining the juice and evaporating it to a paste, which is yellowish-brown in color. Beef extracts have a meaty flavor and are used to flavor stews, soups, etc., and to enhance the flavor of foods for in-

valids and convalescents. Beef extract in paste form contains from 45 to 65 per cent meat extract, 15 to 25 per cent water, 5 to 20 per cent salt and 10 to 20 per cent ash other than salt. Beef extracts are also sold in liquid form and are made by adding water to the extract in paste form, the former containing from 25 to 35 per cent more water.

BRANDS CARRIED

Bovril, Liebig's "Lemco", Torex in tubes.

BOUILLON CUBES

FEATURED BRAND

Mouquin Bouillon Cubes, Chicken, Tomato, Mushroom and Clam.

OTHER BRANDS

Steero, Herb-Ox Bouillon, Herb-Ox Chicken.

BROTHS

RICHARDSON & ROBBINS CHICKEN BROTH is the pure essence from the cooked chicken, without any spices added. The only thing added to the broth is the rice, which makes it a little different from other brands, for the reason that it retains the original chicken flavor and is very pleasing to the palate.

FEATURED BRANDS

R. & R. Chicken Broth.

Heinz—Beef Broth, Scotch Broth, Mushroom Broth.

Hormel—Chicken Broth.

OTHER BRANDS

Doxsee Clam, College Inn Mushroom Broth.

Jacob's Mushroom Broth.

Franco-American—Chicken in 13 oz., Beef, Mutton.

CHOWDER

FEATURED BRAND

Heinz Clam Chowder.

MISCELLANEOUS SOUPS

FEATURED BRANDS

Heinz—Mock Turtle, Noodles, Oyster, Consomme, Chicken Gumbo, Pepper Pot, Scotch Broth.

Vegex—Almonds, Vegetable Extracts.

OTHER BRANDS

Campbell's Assorted, College Inn Chicken Noodle, Mouquin Green Turtle Soup (clear).

Extracts for Soups—Herb-Ex.

Franco-American — Bouillon, Chicken,

AT LAST—French Style ONION SOUP *at home!*



HEARD yet about the smart new way to start a dinner . . . or midnight supper? Serve onion soup! Real French Style onion soup . . . by Hormel. Made with tender onions sliced and sizzled in butter . . . rich beef stock . . . venerable Parmesan cheese. It's easy to serve. Exciting to eat. A word to your grocer brings it to your table! The word, don't forget, is Hormel!

HORMEL
ONION SOUP
French Style

SOUPS—(Cont.)

Chicken Gumbo, Consomme, Mock Turtle, Ox Tail, Pepper Pot, Clam Chowder, Mutton Broth, Beef Broth, Creole Gumbo.

VEGETABLE SOUPS

Practically every kind of vegetable can be made into a delicious soup. The principal varieties of vegetables that are made into canned soups are asparagus, peas, tomato, celery, beans and lentils.

FEATURED BRANDS

Hormel—Onion Soup, Vegetable Soup, Pea Soup.

Heinz Cream—Asparagus, Celery, Tomato (sm., med., lg.), Pea, Vegetable, Mushroom, Creole Gumbo.

OTHER BRANDS

Franco-American—Tomato, Vegetable.

Campbell's Assorted, College Inn Cream of Tomato, Pea, Vegetable, Cream of Mushroom.

College Inn Tomato.

STARCHES

ARROWROOT

Taylor Bros. Powdered.

CORN STARCH

BRANDS CARRIED

Argo, Kingsford

POTATO STARCH

Sapco Potatine.

SAGO

TAPIOCA

FEATURED BRAND

Alber's Instant.

OTHER BRANDS

Minute, Gold Label Pearl In Cellophane.

SYRUPS

CANE AND MAPLE SYRUP

WHAT IT IS—Cane and Maple syrup is commonly called Maple syrup but it is unlawful to label it so. It is termed by the manufacturer as a "blended" syrup which means that it is a mixture or blend of cane sugar and maple sugar. It usually contains from 15 to 30 per cent maple. The California law requires that it contain not less than 10 per cent maple.

FEATURED BRAND

Vermont Maid

OTHER BRANDS

Log Cabin, Tea Garden.

CORN AND CANE SYRUP

WHAT IT IS—Corn and cane syrup is just what its name specifies. It is made from syrup extracted from corn and syrup from cane sugar.

BRANDS CARRIED

Karo, Blue Label, Karo, Red Label,

Lyle's Golden (Pure Cane only).

HONEY

WHAT IT IS—Honey is the oldest sweet known to man. The word "honey" still means, as it did 4000 years ago, the product gathered from flowers by the bees and stored in the honey comb. Today man

takes honey from the comb by centrifugal force,—instead of resorting to the old method of crushing and straining. But the honey is still pure and unchanged by man.

ABSOLUTELY PURE—The honey you buy is pure. You may or may not like the particular flavor, but you may be assured you are buying pure honey.

THREE CLASSES. Honey is sold in three ways: Comb Honey, extracted honey (the liquid, sometimes called "strained" honey) and granulated honey. The last requires explanation. All honey, except sage, tends to crystallize on standing. Certain kinds, like sweet clover, sometimes crystallize

BEST
FOR
BAKING



PURE


P
R
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S

THE TABLE
SYRUP
SUPREME



SYRUPS—(Cont.)

FROM FLOWER • • TO BEE
• • TO YOU



BOYDEN'S
Pure
HONEY

into a very smooth mass, snow white, and delightful in flavor. This is finding an increasing market.

DIFFERENT FLAVORS. Here in California, orange blossoms and mountain sage yield the main crop. Both are nearly water white; orange is very fragrant, while sage is much more delicate. (San Diego County produces some of the finest sage honey in the world). After the sage flow is over, the bees gather a dark honey from a mountain plant known as wild buckwheat. This is strong, and mixed with honey from California alfalfa, which is also dark and strong, is commonly sold in 5 lb. tins at a low price.

FEATURED BRAND

Boyden's.

OTHER BRANDS

White Comb, Mountain Snow, Justice Orange, Justice Sage, Syrian in fancy pots, Utah Clover, Wright's Crystal, Nu Spread.

MAPLE SAP SYRUP, 100% PURE

WHAT IT IS—Pure maple syrup is the very best grade which means that it is produced solely from the sap of the maple tree, containing absolutely nothing else. It is the one grade that can legally be labeled "Maple Syrup" and the law requires that it must contain 100 percent maple. It is

HIGHLAND**100% PURE VERMONT****MAPLE
SYRUP**

obtained by concentrating maple sap through boiling and purifying. The sap as it runs from the tree contains only about 2 per cent sugar, while maple syrup contains 64 per cent sugar.

FEATURED BRAND

Highland.

MOLASSES

WHAT IT IS—Molasses is the liquid remaining after one or more extractions of sugar from the pure juice of the sugar cane.

VARIETIES—The various grades of molasses can be classified into three divisions, this classification depending upon the number of extractions of sugar from the juice of the cane. The lightest colored or "first centrifugal" is the liquid remaining after one extraction of sugar. It is the highest grade and contains the greatest amount of sugar. It is especially good for fancy pastries, baking and table use. Molasses slightly darker in color and stronger in flavor is widely used in the preparation of gingersnaps, gingerbread, baked beans, and as a flavoring for hams, etc. Real dark molasses results from a third extraction of sugar and should be used where a pronounced molasses flavor is desired. Some cooks prefer a dark molasses because of the color it gives to food with which it is mixed.

FEATURED BRANDS

Brer Rabbit, Grandma's.

OTHER BRANDS

Aunt Dinah, Pelican.

SORGHUM

WHAT IT IS—Sorghum syrup is made from Sorghum Cane by crushing the juice and boiling. Like Molasses, the lighter colored syrups have the finest flavor and are of a higher grade.

FEATURED BRAND

Golden Hill

**NUTRITIOUS AND DELICIOUS
GRANDMA'S**

UNSULPHURED
WHOLE CANE
OLD FASHIONED
MOLASSES

Delicious on Bread
and Waffles, in
Cookies and
Gingerbread

SUGAR

CANE SUGAR

HOW MADE—The original source of pure cane granulated sugar is sugar cane, a giant grass that grows from 8 to 24 feet tall.

BRANDS CARRIED

C. & H. Bar, Lister's Sugarless Sweetening, Cubelets, Demi Cubes, Domino, Golden C. Golden D. Jack Frost Trump Tablets, Sparkling Tablets, Powdered,

Saccharine, Brown Sugar, Bulk and Packages; Dessert Sugar; Velmore Sugar.

MAPLE SUGAR

WHAT IT IS—Maple sugar is sugar extracted from pure maple sap. It is used principally in baking and confectionery.

FEATURED BRAND

Cary's in tins, cakes.

TEA

The Tea Plant Described

Tea is produced from the leaves of the tea plant, an evergreen bush growing about four feet high, its growth being limited by frequent prunings. There is but ONE kind of tea plant and the reason there are so many varieties and qualities of tea on the market is because of the difference in the size of the leaves, the time of plucking, the differences in atmospheric influence during the growth, difference in soil, different process of preparation after the leaves are picked, and different blending of the various sizes and qualities.

There are three main kinds of tea; *Green*, or unfermented tea; *Black*, or fermented tea, and *Oolong*, or semi-fermented tea.

Tea Leaves and Their Names

As stated above, regardless of the style in which the tea is prepared, it all comes from the same plant and one of the determining factors in the quality of tea is the size of the leaf. The smaller the leaf the finer the quality of the tea. Hence, a person should familiarize himself with the various general names of the tea leaves so as to be able to tell a quality leaf from an inferior one when purchasing. Following are the names of the leaves, beginning at the smallest or finest grade and working upward in size: 1. Leaf bud or Tip or Golden Tip. 2. Orange Pekoe. 3. Pekoe. 4. Pekoe-Souchong or Souchong No. 1. 5. Souchong No. 1 or Souchong No. 2. 6. Souchong No. 2 or Souchong No. 3. Golden tips are the very finest quality of tea and sometimes command a price as high as \$50 per pound. A mixture of No. 1 and No. 2 is the grade known as *broken orange pekoe* or *flowery pekoe*. Nos. 4, 5 and 6 make the teas of medium to popular prices. Cheaper grades consist frequently in whole or part of the larger leaves from more fully developed shoots. No. 6 is sometimes known as *Congou*, but this title is sometimes confusing as the word is oftentimes used to designate all China black teas. The word "Pekoe" is derived from the Chinese word "Pak-ho" (white hair) and refers to the fine down on the tea leaves. The "Orange" part of the title refers to the color of the ends of the newer leaves and to the tips, or leafbuds.

BLACK TEA

HOW PREPARED—The general process of preparing black tea consists of these five main operations: Withering, rolling, fermenting, firing and packing.

The first process consists of spreading the leaves on loosely meshed shelves where the moisture is allowed to evaporate and the leaves wither and curl up. The withered shoots are then run through rollers which squeeze out any excess moisture re-

maining and give the curled, twisted shape to the leaves which results in the characteristic form of same. The leaves are then put through a roll breaker which breaks up the lumps and sifts the detached leaves and young stems through the wiremesh placed below to receive them. The tea is then spread out in wooden frames, covered with wet cloths and allowed to ferment until the leaves attain a bright copper tint, the color which they should have in the tea-pot after steeping. This process must be timed

TEA—(Cont.)



LIPTON'S TEA
The World's Finest

Uniform excellence...
for Half a Century

Choicest Orange Pekoe and Pekoe
A Trial Will Convince You

to the right degree of fermentation, else it will have a marked effect on the flavor of the tea and it requires expert judgment as to when the tea has fermented to a sufficient degree. The tea is then fired or steamed in closed ovens upon these wire trays until it is thoroughly dry and brittle. After cooling overnight, the tea goes to the sifter, a machine which automatically sifts the various sizes of leaves into different compartments.

VARIETIES—There are two main varieties of black tea: Black tea produced in China and black tea produced in India, Ceylon, Java and Sumatra. The black teas produced in China are called *English Breakfast* or *Congou* Teas. Those produced in South China are superior in style but inferior in the cup to the teas produced in North China. North China black teas are known as *Keenungs* and the South China black teas are known as *Paklums*.

The black teas produced in India, Ceylon, Java and Sumatra come in leaves of three sizes: *Orange Pekoe*, *Pekoe* and *Pekoe Souchong*. The darker the leaf in the cup, the poorer the grade of this variety.

FEATURED BRANDS
SCHILLING — *Orange Pekoe*, *English*

Breakfast.

HAMILTONS Tea Balls.

BALCONY BLEND—Oolong and Orange Pekoe blend, packages and bulk.

LIPTONS—Yellow Label, Orange Pekoe and Pekoe, Individual Orange Pekoe, English Breakfast.

OTHER BRANDS

Mazawatte; Ming Cha; Salada.

Bulk Teas—Ceylon, Extra Fancy Golden Tip Ceylon, English Breakfast, Darjeeling India, Japan Choice, Japan Fancy, Japan Spider Leg, Orange Pekoe, Souchong.

Tao Tea Balls—Orange Pekoe, Caddy Refills, Junior (2 cups). Fancy in jars.

ORANGE BLOSSOM—Real Orange Blossoms blended with High Grade Teas.

RIDGWAYS (Pkgs.) — Five O'Clock Silver Label, Gold Label 100% Orange Pekoe, Her Majesty's Blend, Russian Caravan, Individual Tea.

Breakfast.

CHASE & SANBORN—Tender Leaf Tea, Orange Pekoe and Pekoe, Tender Leaf Tea Balls.

JASMINE—Tongs, in fancy containers.

GREEN TEA

HOW PREPARED—Green tea is prepared in the same manner as black tea, except that instead of being allowed to ferment after running through the rollers it is immediately fired. The leaves retain their natural green color through the entire process.

There are two distinct ways of firing green tea. *Basket Fired* tea is made from long leaves fired in wicker baskets over charcoal fires. The leaves are placed in the baskets about eight inches deep and are turned by hand in order to prevent as much as possible the breaking up of the leaves. *Pan Fired* teas are made from smaller sized leaves, fired in pans and turned over by machinery. There is no difference in the cup quality of these two varieties, the only difference being in their appearance.

VARIETIES — There are two principal kinds of green tea: *Japan Green Teas* and *China Green Teas*. All tea produced in Japan is green tea; because of the climatic conditions the tea does not lend itself to fermentation.

China Green Tea—All China Green Teas are graded as Fancy, Choice, Finest, Fine, Medium or Standard—as Nos. 1, 2, 3, 4 and 5. These are also subdivided into:

Gunpowder, consisting of the youngest and smallest leaves, and roundish in appearance. In four grades—extra, first, second

TEA—(Cont.)

and third; the smallest and most curled being the choicest. Gunpowder tea derives its name from its resemblance to old-fashioned gunpowder.

Imperial, like gunpowder, but larger. In three grades—first, second and third.

Young Hyson. In five grades—extra, first, second, third and "Cargo". The best grades have long, well-twisted leaf, varying in size.

FEATURED BRANDS

HAMILTONS Tea Balls.

Schillings; Liptons (Individual).

OTHER BRANDS

Salada; Bulk Gunpowder, Fancy and Extra Fancy Grades. Tao Tea Balls.

MATE

WHAT IT IS—Centuries ago the Inca Kings of Peru drank Mate. Today it is drunk by twenty-five million South Americans. Dr. Romario Martins, director of the Museum of Natural History of the state of Parana, Brazil, says: "With these people Mate is as much of a vice as alcohol is to other peoples. Yet these twenty-five million Mate drinkers are precisely the healthiest group of peoples, possessing the stamina and physical strength required to perform the hardest labors of the pampas."

The Mate tree is almost identical in growth with the orange tree. The leaves are gathered in the early growth and dried carefully. The quality sold under the Joyz name is the first top growth, hand-stripped and dried in the finest ovens. Discriminating travelers have used it for years. President Theodore Roosevelt used it constantly on his voyage to the River of Doubt, and

President Franklin D. Roosevelt, who has drunk it for years, only recently urged Dr. Felipe Espil, Ambassador from Argentina, to push its use in the States, calling it "a delicious drink and an excellent tonic."

FEATURED BRAND

Joyz Mate.

OOLONG TEA

WHAT IT IS—*Oolong Tea* is semi-fermented tea and is produced on the Island of Formosa, just off the coast of China. It is produced in the same way as the black tea except that it is fired when the leaves are only about half fermented. The word "Oolong" is from the original Chinese

VARIETIES—There are two principal varieties of Oolong: *Formosa Oolong*, which, in the choice grades, has evenly curled dark leaves, with a mixture of Pekoe tips. It is very aromatic in flavor.

FEATURED BRAND

Schilling; Bulk in Choice, Fancy and Extra Fancy Grades.

TOILET GOODS

BRUSHES

VARIETIES CARRIED

Toilet, Prophylactic Tooth.

CASTILE SOAP

French, cakes, bars.

HAND SOAPS

FEATURED BRAND

Mission Bell, White King Toilet Soap, White King Lemon, White King Almond.

OTHER BRANDS

Cashmere Bouquet, Castile, Cocoa Almond, Creme Oil, Cuticura, Fairy, Lux, Ivory, Jap Rose, Life Buoy, Lava, Palm Olive, Physicians' and Surgeons', Woodbury Facial, Guest Ivory.

MISCELLANEOUS ARTICLES

Hind's Almond Cream, Vaseline.

Tooth Paste—Colgate's, Kolynos, Lyons', Pebecco.

SHAVING SOAPS

BRAND CARRIED

Colgate, cream, refiller, stick

TALCUM POWDER

BRANDS CARRIED

Colgate's Cashmere Bouquet, Comfort.

TAR SOAP

FEATURED BRAND

Grand Pa's Wonder Pine Tar.

OTHER BRANDS

Packer's

VEGETABLES

Grading of Canned Vegetables

At present, vegetable grades are designated in the trade as *Fancy*, *Extra-Standard* and *Standard*. *Fancy* Vegetables include only the best flavored, most succulent, most tender products, of each variety. Sometimes the small vegetable is most desirable, sometimes the large, but in either case the fancy grade represents the choicest of the crop and must be excellent in flavor and in other qualities.

Extra-Standard vegetables may be trifle more mature, but their flavor must be fine and they must be tender and succulent.

Standard vegetables will probably be somewhat more firm in texture and less uniform than the others, and the flavor will probably be less delicate. They need not be quite as regular in size.

Sizes of Vegetable Tins

Vegetables are generally packed in the following sized tins, weighing as indicated:

Can	Average net weight	Average cupsful
8Z	8 oz.	1
Picnic (No. 1 Eastern)	11 oz.	1 1-3
No. 1 tall	16 oz.	2
No. 2	20 oz.	2½
No. 2½	28 oz.	3½
No. 3	33 oz.	4
No. 10	6 lbs. 10 oz.	13

What size can to buy is always important. For the average family of four or five the cans most used will be Nos. 2, 2½, and 3. However, many varieties of canned soup are sold in picnic (No. 1 Eastern) cans; concentrated soups in this size of can yield four to six servings when diluted.

ARTICHOKES

CANNED ARTICHOKES—Canned Artichokes are usually the thick, fleshy parts, "bottoms" or "fonds," of the immature flower of the artichoke plant. They are usually served with cream dressing or melted butter.

JERUSALEM ARTICHOKES—The *Jerusalem Artichoke* is an entirely different plant.

It is the root of a species of sunflower somewhat like the potato.

FEATURED BRANDS

Chimes Fancy in cans of 6/8, 11/15, 15/20, 27/36.

OTHER BRANDS

Jeru Artichoke Flakes, Artichoke Fonds from France (in glass). Lamanet Hearts in 7½ oz. glass.

ASPARAGUS

VARIETIES—There are two principal varieties of asparagus—*all-green* and *white*. The *white* is used principally for canning. *All-green asparagus* (garden or fresh style asparagus) grows entirely above the ground, while *white asparagus* gets its color from being entirely covered with dirt while growing. *Peeled asparagus* is asparagus made from large stalks from which the tough skin has been peeled.

GRADING—Asparagus tips are usually graded in the following manner: *Colossal*, *Mammoth*, *Large*, *Medium* and *Small*, this being the exact order of their respective sizes. In a No. 1 square tin of *Colossal* tips there are usually from 15 to 20 pieces; *Mammoth* tips, 21 to 30; *Large* tips 31 to 40; *Medium* tips 41 to 60, and *Small* tips 61 to 80. As size makes no difference in the quality of asparagus tips, most housewives buy the medium size as this affords a great number more to be passed around.

FEATURED BRANDS

Chimes Fancy Mammoth White Tips, All Green, Green Tips, Salad Points, Picnic. Point Loma Mammoth White, Picnic Tips (green), All Green Tips, Salad Points.

ANOTHER BRAND

Imported, in glass; President All-Green and Picnic.

BEANS

BAKED BEANS—Are beans which are deliciously baked in various manners. There are four principal styles of baking beans: Beans baked with plain sauce—a sauce made of molasses, sugar, salt and water; beans baked with tomato sauce—a sauce made of the same ingredients as plain sauce with the addition of tomato pulp and

VEGETABLES—(Cont.)

spices; beans baked with pork and plain sauce and beans baked with pork and tomato sauce.

WARNING—Take careful note of the label on a can of beans as to whether it says "baked beans" or just "beans." Genuine Oven Baked Beans are those which, together with sauce and pork, are baked in open pots in dry-heated ovens until thoroughly baked and ready to eat before sealing in tins. Some brands of "Baked Beans," however, involve merely the baking of the raw soaked beans themselves, without sauce and pork, before adding these other ingredients for final steam processing in the tins. Beans just labeled "Beans" or "Beans and Pork" are those which, after soaking and blanching, are sealed in the tins with the sauce and cooked solely under steam pressure.

B & M BRICK OVEN BAKED BEANS should not be confused with "ordinary canned beans" which are merely cooked—or steamed—solely in high pressure steam retorts. How is the real flavor of B & M Brick Oven Baked Beans obtained? Real baking, in open bean pots—beans, pork, and sauce together—is the secret. And not until the beans are fully baked, for long hours in brick ovens, are they finally sealed in tins, which merely serve as convenient containers to preserve their oven-freshness and flavor until they reach you in their original state.

FRIEND'S BEANS—"You Californians raise the beans"—so say Friend Brothers of Melrose, Massachusetts, packers of the famous Friend's Baked Beans—"we bake them in great brick ovens, the old way that has been done since Pilgrim days—we capture the joy of the rocky New England coast in the can with the golden lining and send it back to you of the Golden State where you may enjoy this delicious dish any time, anywhere from the Rockies to the calm Pacific. Friend's Beans are the smart hostess' answer to a Saturday or Sunday night supper."

FEATURED BRANDS OVEN BAKED

Burnham & Morrill, Friend's.

OTHER BRANDS

Campbell's, Franco-American, Gebhardt's Brown Beauty Beans; Heinz Vegetarian Heinz Plain with Pork, Heinz with Tomato Sauce.

CELLO WRAPPED

Gold Label small and large white, pink and lima, red Mexican Beans, Red Kidney Beans.

Friends NEW ENGLAND FOODS

are most popular with
NEW ENGLANDERS
EVERYWHERE
FRIEND BROS. Inc.
Melrose St.
Boston Mass.



FEATURED BRANDS KIDNEY

Heinz, Point Loma.

GREEN

Point Loma: Tiny String, Tiny Picnic, Asparagus Pack, Kentucky Wonder, Fancy.

OTHER BRANDS

Haricots and Macedoines from France (in glass).

LIMAS

Point Loma

OTHER BRANDS

Flageolet from France (in glass).

BEAN SPROUTS

Mandarin, small and large tins.

SOYA BEANS

Gud Fnd Brand.

MEXICAN

Chapala Brand.

BEETS

FEATURED BRAND

Point Loma

OTHER BRANDS

Flag Brand Tiny, diced sliced.

CARROTS

BRAND CARRIED

Flag Sliced.

CORN

VARIETIES — Corn is a title applied to many cereals but its general designation is





OVEN BAKED BEANS

A real New England treat. Good old New England Baked Beans, baked in brick ovens with brown sugar sauce and plenty of pork.

Burnham & Morrill Co.
Portland, Maine

VEGETABLES—(Cont.)

that of ordinary "corn on the cob." There are two principal divisions of corn—*Sweet corn* which is grown principally for canning, and *green corn*, or corn on the cob, which is used for fresh consumption. *Sweet corn* is distinguished by its crinkled, semi-transparent appearance when dry.

GRADING — There are three grades of corn: *Fancy*, being the best; *Extra Standard*, being next best; and *Standard*, being the lowest of the grades.

FEATURED BRANDS

Point Loma: Bantam Crushed, Maine, Tiny Grain, Whole Bantam.

Richelieu Fritterkorn.

OTHER BRANDS

Silver Gate Shoe Peg; Kornlet; Epis-de-Mais (tiny corn) from France (in glass) President Bantam, President Crosby.

CHILIS

FEATURED BRAND

W. B. Wax Peppers.

OTHER BRAND

Trappey Tabasco Green and Red Peppers.

HEARTS OF PALM

WHAT IT IS—*Hearts of Palms* is a delicious salad vegetable which is cut out from the hearts of a certain variety of tropical palm trees. As a hot vegetable it is served with Hollandaise sauce, or as a cold salad with vinaigrette sauce or French dressing. It is also cut into strips and served in salads.

FRESH VEGETABLES

ONLY THE BEST — Carefully selected purveyors assure Model patrons of only the best in all varieties of fresh vegetables when in season. Our stock of fresh vegetables includes the following:

ASPARAGUS

BEANS—Lima, String, Wax.

MUSHROOMS—Fresh hot house.

ONIONS—Boiling, Fresh Green, White.

PFPFFRS—Bell, Chili, Spanish Sweet.

POTATOES — Burbanks, Idaho, Salinas, Shima, Sweet.

SQUASH—Cream, Crook Neck, Sweet Potato, White Summer Italian.

MISCELLANEOUS— Artichokes, Broccoli, Beets, Brussels Sprouts, Cabbage, Cauliflower, Carrots, Celery, Celery Root, Corn, Cucumbers, Egg Plant, French Endive, Garlic, Horseradish Root, Lettuce, Mint, Okra, Oyster Plant, Parsley, Peas, Pumpkins, Rhubarb, Spinach, Tomatoes, Water Cress.

HOMINY

WHAT IT IS—Hominy, or lye hominy, is prepared from white corn treated with a hot lye solution to loosen the tough hulls. After the hulls are removed the whole corn is then cooked until tender and put in cans with weak brine.

FEATURED BRAND

Point Loma Hominy.

KRAUT

WHAT IT IS — Sauerkraut is a German preparation of pickled cabbage. Close heads of white cabbage are cut into fine shreds, placed in layers in a tub with salt, pepper and other spices, and allowed to ferment after considerable pressing and pounding. Strong brine is then poured over and it is packed away for use.

FEATURED BRAND

Point Loma.

MISCELLANEOUS

Bamboo Shoots, Point Loma Parsnips.

MUSHROOMS

WHAT THEY ARE — Mushrooms are a great class of edible fungi which grows both wild and cultivated. There are innumerable varieties, the most common of which is the *button* Mushroom.

GRADING—*Domestic* canned mushrooms are graded as follows: (1) *Miniature Whole Mushrooms* without stems which have from 100 to 110 to an 8-ounce can; (2) *First Choice 60/80* whole mushrooms with short stems having 60 to 80 in an 8-ounce can; (3) *First Choice 30/40* whole mushrooms with short stems counting from 30 to 40 in 8-ounce cans; (4) *Hotels*, stems and pieces from any or all of the other grades.

Imported mushrooms are graded as follows: (1) *Miniature*, the smallest size button without stems, 130 to 200 in an 8-ounce can; (2) *Sur Extra Small*, same grade as *Miniature*, but from 100 to 130 to an 8-ounce can; (3) *Extra*, same grade

SALT AIR

TINY SWEET PEAS

from the Puget Sound District

It's the salt air that makes these peas so sweet and tender

Rich in iodine content

VEGETABLES—(Cont.)

as No. 1 and No. 2, but from 40 to 60 to an 8-ounce can; (4) *First Choice*, same button as Extra, but more open and with stems; (5) *Choice*, very open, stems longer than those of First Choice, irregular in size; (6) *Hotels*, stems and pieces left over from the packing of other grades.

FEATURED BRANDS

First Choice in cans, Hotel Pieces and Stems, (glass), Powder, Jacob's Domestic Hot House, Sliced, Dried, Broiled.

OKRA

WHAT IT IS—Okra, sometimes known as Gumbo, is a highly delicious mucilaginous vegetable. It is used principally in making gumbo soups. It is cultivated principally in the Southern States.

FEATURED BRAND

Point Loma Baby

PEAS

VARIETIES — Canned — There are two principal varieties of canned peas; the *Early June Peas* which ripen in June, and the *Sweet Peas* which ripen in July. The shape of the *Early June Pea* is perfectly round, while the *Sweet Pea* is somewhat irregularly shaped. *Alaska Peas* is the trade name for one of the two varieties of *Early June Peas*, the other being the *Winner* variety. The name in no way denotes the source of production.

SIZE—The size of peas in no way determines their quality or tenderness. The only reason that the smallest size peas cost more than the larger size is that they are very scarce, there being on an average of only two of them per pod.

HOW PACKED — Peas are packed in a brine of pure water, sugar and salt.

SALT AIR PEAS—Are rich in nature's iodine. They have very tender skins and a flavor different from other peas. They are grown near the shores of San Juan Island where the ocean breezes blow. This is within a radius of between two and four miles from the cannery and makes for canning them within one and two hours, retaining the natural flavor.

FEATURED BRANDS

B. & M. Garbanzo; Point Loma; Sugar, Petit Pois, Small Sweet Wrinkled; Salt Air.

OTHER BRAND

Au Gourmet French, in tins; Gold Label Dried Split in Green and Yellow; President Early Garden.

PIMIENTOS

WHAT THEY ARE—Pimientos are a spe-

cies of large sweet red peppers. They are prepared by boiling in oil, peeling and cooking.

FEATURED BRAND

Point Loma

POPCORN

WHAT MAKES IT POP—Pop corn contains a certain degree of moisture which, when heated, makes it explode. The heat pops the corn, breaking the coat of the grain, and the sudden release of the puffed white interior turns it inside out.

FEATURED BRAND

T. N. T.

OTHER VARIETIES

In Bulk, Jollytime.

POTATOES

VARIETIES — There are three principal varieties of potatoes: *Irish*, the common, ordinary, large size, coarse-skinned potatoes; *New Potatoes*, which are small young Irish potatoes and have a thin yellowish skin; *Sweet Potatoes*, which are rich and golden in color, much sweeter and finer in flavor, and Yams, much like sweet potatoes, but darker, smaller and finer in texture.

FEATURED BRANDS

Pratt-Low Fancy Sweet Potatoes, Point Loma Sweet Potatoes.

PUMPKIN

COOKING HINT—First wash the pumpkin, cut a piece from one end and scrape out the seeds and loose pulp. Put a half-cup of water in a tube cake pan and place the pumpkin in it to bake, putting the cavity in the pumpkin over the tube. When done, the skin may be easily peeled off.

FEATURED BRAND

Point Loma

SPINACH

VARIETIES—There are two varieties of canned spinach—the winter pack and the spring pack. The spring pack is considered superior because the fresh spinach is better colored, more tender and succulent on account of receiving the winter rains while growing.

HOW PREPARED — Canned spinach is cooked in the cans after the caps have been sealed on. No flavors or vitamins can escape. The brine in the canning is made up only of artesian well water and salt. Canned spinach needs nothing except warming to prepare it for serving.

VEGETABLES—(Cont.)

WARNING—Some housewives take canned spinach and boil it for as long as fifteen minutes. Besides spoiling the spinach, this is useless. Boiling water is only 210 degrees Fahrenheit, while the California state laws require canners to cook spinach for at least 35 minutes at 252 degrees. It is necessary to use special pressure cookers to get this high temperature, so the housewife cannot cook the spinach as well as has already been done.

NUTRITIONAL VALUE — The nutritional value of fresh spinach is too well known to discuss here, but many people have their doubts about canned spinach. It can be stated without qualification that canned spinach is just as rich, if not richer than fresh spinach, in vitamins.

FEATURED BRANDS

Chimes Fancy, Point Loma.

OTHER BRAND

President.

SQUASH

VARIETIES — The principal varieties of winter squash are the *Crook Neck* squash which is white and yellow in color; the *Hubbard* squash which is very dark green to orange in color and moderately smooth to very rough and warty in skin; and the *Marrow* squash which is yellow in color.

SUCCOTASH

WHAT IT IS—Succotash is a mixed vegetable dish originated by the Indian in the days of the Pilgrims, who called it *Suk-quitabhash*. It consists of a mixture of green corn and either fresh or dried lima beans, the usual proportion being about 25 per cent beans and 75 per cent corn. When dried lima beans are used, the government requires that this fact be stated on the label.

FEATURED BRAND

Point Loma

TOMATOES

HOW PACKED — Canned tomatoes are

packed in their own juice, there being no water added.

SOLID PACK tomatoes are those packed whole with merely the skins removed.

TOMATO PUREE—Tomato Puree is made from the pulp of tomatoes from which the skins, cores and seeds have been removed. This is cooked down to a heavy consistency, about that of canned tomato soup.

TOMATO PASTE—Tomato Paste is concentrated tomato puree and is made by boiling down the tomato puree under vacuum.

HINT—When a tin flavor is noticeable in canned tomatoes it can be removed by adding a little sliced onion during heating, using about a sixth of a medium sized onion to a pound can of tomatoes.

FEATURED BRANDS

Chimes Fancy, Point Loma.

OTHER BRANDS

Silver Gate Utah, California Tomato Paste..

TRUFFLES

WHAT THEY ARE—Truffles are a queer sort of edible fungi, which are found almost exclusively in a northern province of France. Truffles grow wild in the ground without any roots or growth above the ground and must be hunted by trained hogs with keen nostrils who locate the truffles by their peculiar aromatic odor. They are used for seasoning and garnishing. The flesh is rather meaty rather than vegetable in character.

In tin and glass.

VEGETABLES FOR SALAD

WHAT IT IS — Canned vegetables for Salad usually consist of the following: Peas, beans, asparagus, carrots and turnips.

FEATURED BRANDS

Chimes, Point Loma.

OTHER BRAND

Macedoines-de-Legumes from France (in glass)

VINEGAR

VINEGAR

WHAT IT IS—Vinegar may be described as a very dilute natural acid used for flavoring purposes. Its usual constituent is acetic acid.

GRADING — Vinegar is graded by its acetic acid content. "40 grain" vinegar means that it contains 4 percent acid; "45

grain" means that it contains 4½ per cent.

FEATURED BRANDS

Crosse & Blackwell — Malt, Tarragon, Raspberry.

Heinz—Malt, Cider, Tarragon, White

OTHER BRANDS

Bulk Cider and White, Guasti Red Wine Vinegar.

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